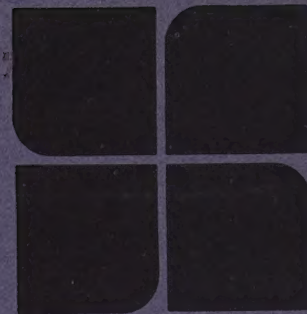


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Keley



*Cupertino
Town Center
Plan*

PLANS

CENTRAL BUSINESS

Ruth & Krushkha

Cupertino town

10319

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SOUTH SHOPPING PROMENADE—LOOKING NORTH



Cupertino Town Center Plan

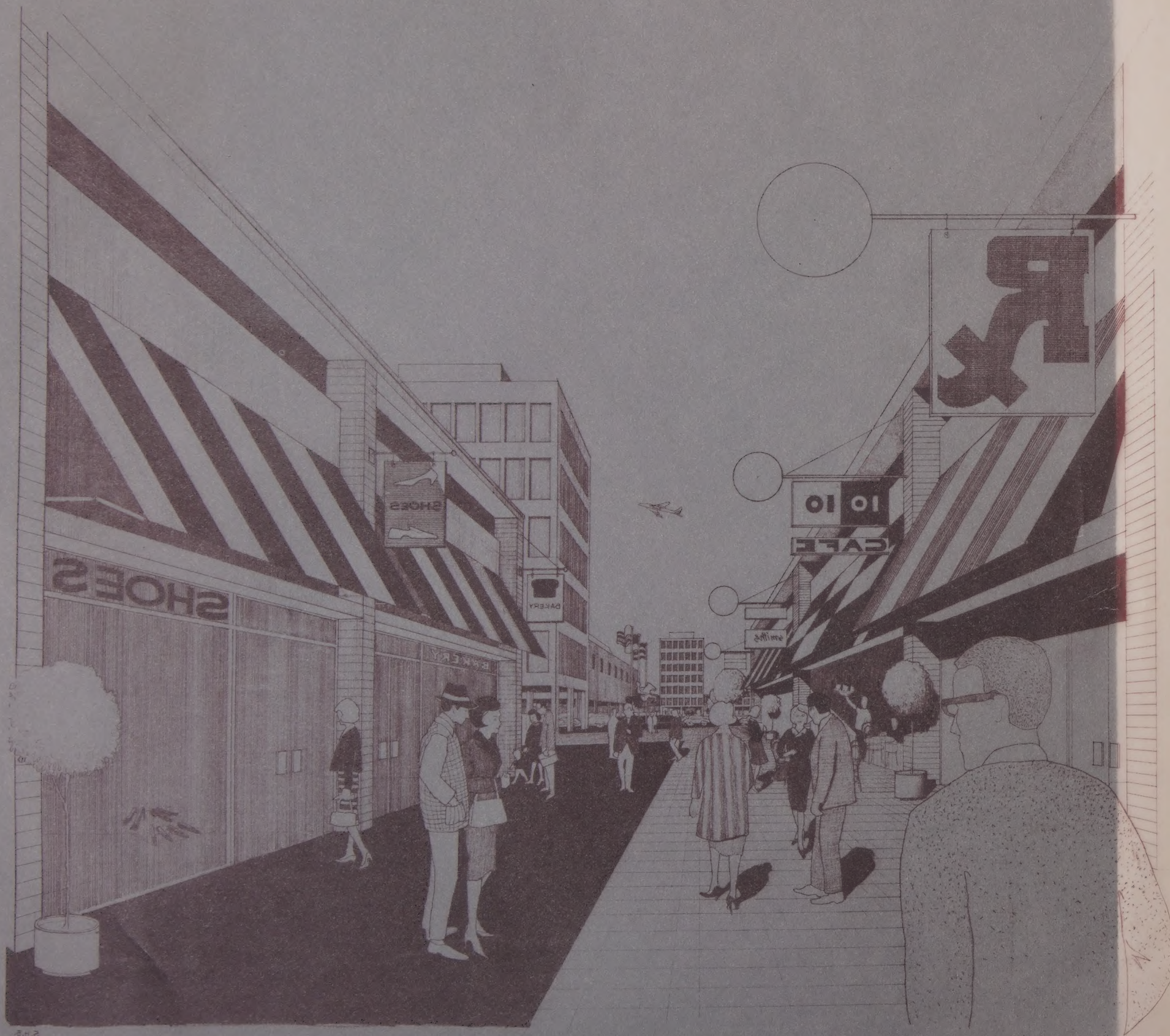


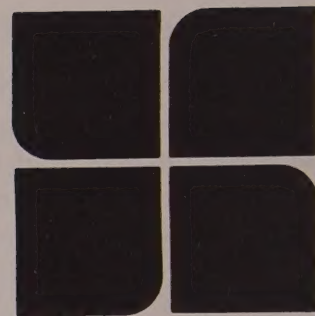
RUTH
CITY AND REGION

PLANNING CONSULTANTS

2408 TELEGRAPH AVENUE

BERKELEY 4 CALIFORNIA





*Cupertino
Town Center
Plan*

RUTH + KRUSHKHOV

CITY AND REGIONAL

PLANNING CONSULTANTS

2409 TELEGRAPH AVENUE

BERKELEY 4 CALIFORNIA

PURPOSE OF REPORT

This study was prepared by a group of property owners residing or owning land in the area designated in this report as the Cupertino Town Center. It is submitted to the City Council, the Planning Commission and the people of Cupertino with the recommendation that the Plan be used as the basis for official development policy in the creation of a unified, contemporary Town Center of great beauty, convenience and amenity.

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SUMMARY

● The City of Cupertino is centrally located in relation to the rapidly expanding growth of northern Santa Clara County. The Cupertino Town Center site is located at the intersection of Stevens Creek Boulevard and Saratoga-Sunnyvale Road, the geographic and future population and economic centers of the City of Cupertino.

● A future Junior College, proposed multi-family residential, existing and proposed institutional uses and retail uses create a concentration of public and private uses along Stevens Creek Boulevard that is reinforced by the proposed Stevens Creek Freeway and the Junipero Serra Freeway routes. The nucleus for the Cupertino Central Business District has been established at the junction of Stevens Creek Boulevard and Saratoga-Sunnyvale Road, the focus of this concentration.

● Three of the four corners at the Stevens Creek Boulevard, Saratoga-Sunnyvale Road intersection have been completely developed or will be in the near future with uses characterized by a high intensity of activity. These uses include the Gemco Discount House, 3 retail convenience centers, a school, two churches and multi-family housing. The proposed Cupertino Town Center site on the fourth corner is the only large undeveloped parcel at the junction.

● The 103 acre Cupertino Town Center comprises all the functions and services needed for the creation of a unified urban complex of great convenience and beauty. It includes a civic area with a related plaza, shops, stores, and professional office buildings sited along a pedestrian promenade, multiple residential housing, off-street parking facilities and an efficient internal circulation system.

● At ultimate development, 1985 or soon after, the Town Center retail facilities will draw on a Trade Area comprised of 29,000-36,000 households with a gross income that ranges between \$350 - \$430 million. The projected net purchasing power for retail sales will be in the vicinity of \$161 - \$198 million. The projected purchasing power in the Trade Area can reasonably support the Town Center's proposed 300,000 square feet of retail selling space with allowance made for the drawing power of competing centers.

● The Town Center's total retail sales at full development will average \$21,750,000 with a corresponding one percent sales tax income to the City of Cupertino of \$217,500.

RECOMMENDATIONS

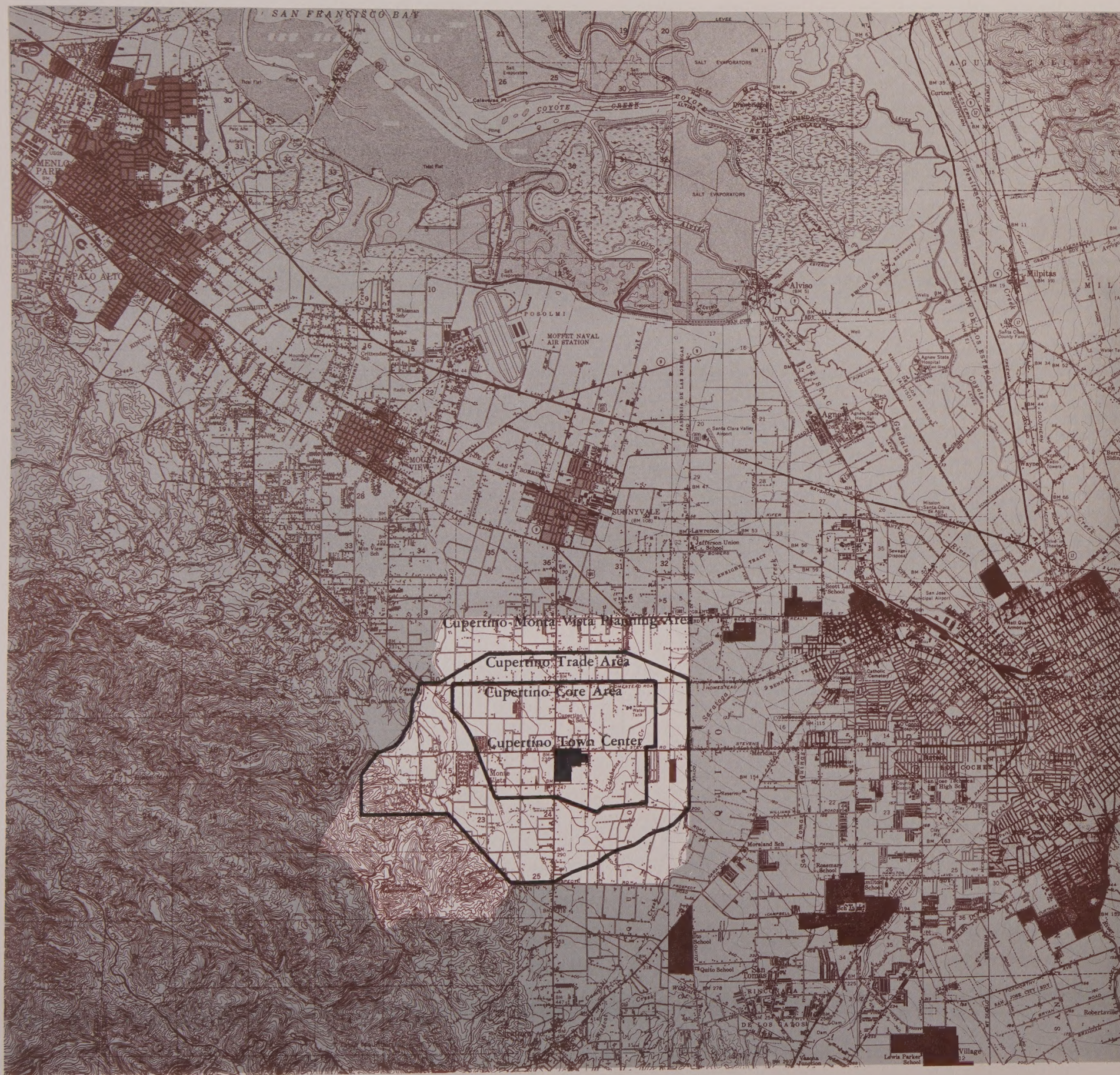
The proposed Town Center Plan submitted herein should be reviewed by the Planning Commission as part of its overall study and General Plan for the City of Cupertino and its logical growth area. The Town Center Plan should be made an integral part of the City's General Plan by official adoption by the Planning Commission and the City Council at the appropriate time. The City Council's official development policy for the City as a whole should include proper zoning, architectural review and site control, and official street maps for the Town Center. The Town Center Plan should be used as a guide for both public and private investment in encouraging the highest possible quality of land development and improvement in the Town Center Area. The Town Center Plan should be used as the basis for discouraging the further strip commercial development of Stevens Creek Boulevard and Saratoga-Sunnyvale Road within the City. The compact development of the Town Center will insure the long-term competitive position of the area in relation to other commercial areas throughout the West Santa Clara Valley region.



AERIAL PHOTOGRAPH OF PROPOSED TOWN CENTER SITE AND VICINITY

OBJECTIVES AND GOALS

- *To develop the Cupertino Town Center as an integrated center of public, business, commercial and residential uses in the emerging Cupertino Central Business District.* The intersection of Stevens Creek Boulevard and Saratoga-Sunnyvale Road marks the geographic and future population and economic centers of Cupertino. The combination of Town Center uses complements the existing and proposed facilities at this intersection which forms the beginnings of the Cupertino Central Business District.
- *To incorporate design elements in the Cupertino Town Center ensuring the development of a distinctive urban focal point in Cupertino.* An architecturally pleasing Town Center will serve as a distinctive visual landmark in the City, separating it from the surrounding low density urban settlement and establishing a high standard for future development.
- *To provide a Civic Center site to be developed by the City of Cupertino.* The Civic Center buildings should occupy a place of visual prominence in the City symbolic of the Center's function as the seat of local government.
- *To plan a major shopping center to serve the emerging Cupertino Trade Area, with business and professional offices to meet the expansion of professional and service activities.* Traditionally the heart of the Central Business District has been retail and business activities providing a strong commercial base and employment center in the City.
- *To plan a medium density residential complex to provide for urban living in a park setting.* A medium density development will help to provide a range of dwelling unit types in Cupertino and will reinforce the high intensity of land use appropriate for the proposed Cupertino Town Center.
- *To develop an internal circulation pattern for the Cupertino Town Center consistent with the future circulation system of the Cupertino "Core Area."* The circulation system of the Town Center should be integrated with the larger "Core Area" system to ensure the most convenient traffic flow between the two systems.
- *To develop an internal circulation pattern for the Cupertino Town Center that will provide for the convenient movement of pedestrians and vehicles to all proposed uses.* The internal street system must consider efficient automotive movements between the retail, civic and residential land uses as well as commercial service routes and adequate parking space. The pedestrian should be permitted to walk without being hampered by vehicular traffic and parking.



WEST SANTA CLARA VALLEY, SANTA CLARA COUNTY, CALIFORNIA

LOCATION AND CHARACTER OF THE SITE





The City of Cupertino is situated at the foot of the Monte Bello Ridge on the west side of the Santa Clara Valley. Cupertino is centrally located in relation to the rapidly expanding growth of the northern Santa Clara County. The sprawling San Jose metropolitan area lies to the east, while substantial residential and industrial development extends throughout the Palo Alto-Mountain View-Sunnyvale complex to the north.

The site of the proposed Town Center occupies the southeastern corner of the intersection of Stevens Creek Boulevard with Saratoga-Sunnyvale Road. This point is both the geographic focus of Cupertino, marked by the long established and heavily travelled roads, and the center of future population expansion in its environs. The character of the topography and the proposed freeway locations reinforce and assist this tendency, and eventual urbanization of the entire west side of the valley will enhance the importance of this strategic crossroads.

The site is now in agricultural use except for a cluster of commercial and industrial uses at the Saratoga-Sunnyvale Road and Stevens Creek Boulevard corner. Some residential uses have developed near Blaney Avenue and the intersection of Regnart Channel. The most distinctive visual feature on the site is the Cali and Brother feed and grain operation on Stevens Creek Boulevard. Pacifica Drive crosses the lower portion of the property.

The subject property is in the jurisdictions of the Cupertino Sanitation District and the Santa Clara County Water Conservation and Flood Control District. The property drains to a 33-36 inch storm sewer on Stevens Creek Boulevard and thence to Regnart Channel. A 27 inch master storm drain is planned to cross the property and to drain into Regnart Channel. Sanitary sewers include a 12 inch line on the south side of Stevens Creek Boulevard and an 8 inch line on Highway 9 terminating 1,000 feet from the intersection at Stevens Creek. Gas, electric and telephone service facilities are all located within the Stevens Creek Boulevard and Highway 9 rights-of-way.

AREA BOUNDARIES

	Name	North	East	South	West
	Cupertino-Monta Vista Planning Area 11,700 acres	Fremont Avenue	Lawrence Station Road	Prospect Avenue	Top of Monte Bello Ridge
	Cupertino Trade Area 7,730 acres	Irregular- between Homestead Road & Fremont Avenue	Lawrence Station Road	Prospect Avenue	Foothills of Monte Bello Ridge
	Core Area of Cupertino 3,125 acres	Homestead Road	Cupertino City Boundary and Tantau Ave.	Bollinger Road	Southern Pacific R.R.
	Cupertino Town Center 103 acres	Stevens Creek Boulevard	Blaney Ave. & Regnart Channel	South Side of Pacifica Drive & Regnart Channel	Saratoga-Sunnyvale Road

CUPERTINO — MONTA VISTA PLANNING AREA

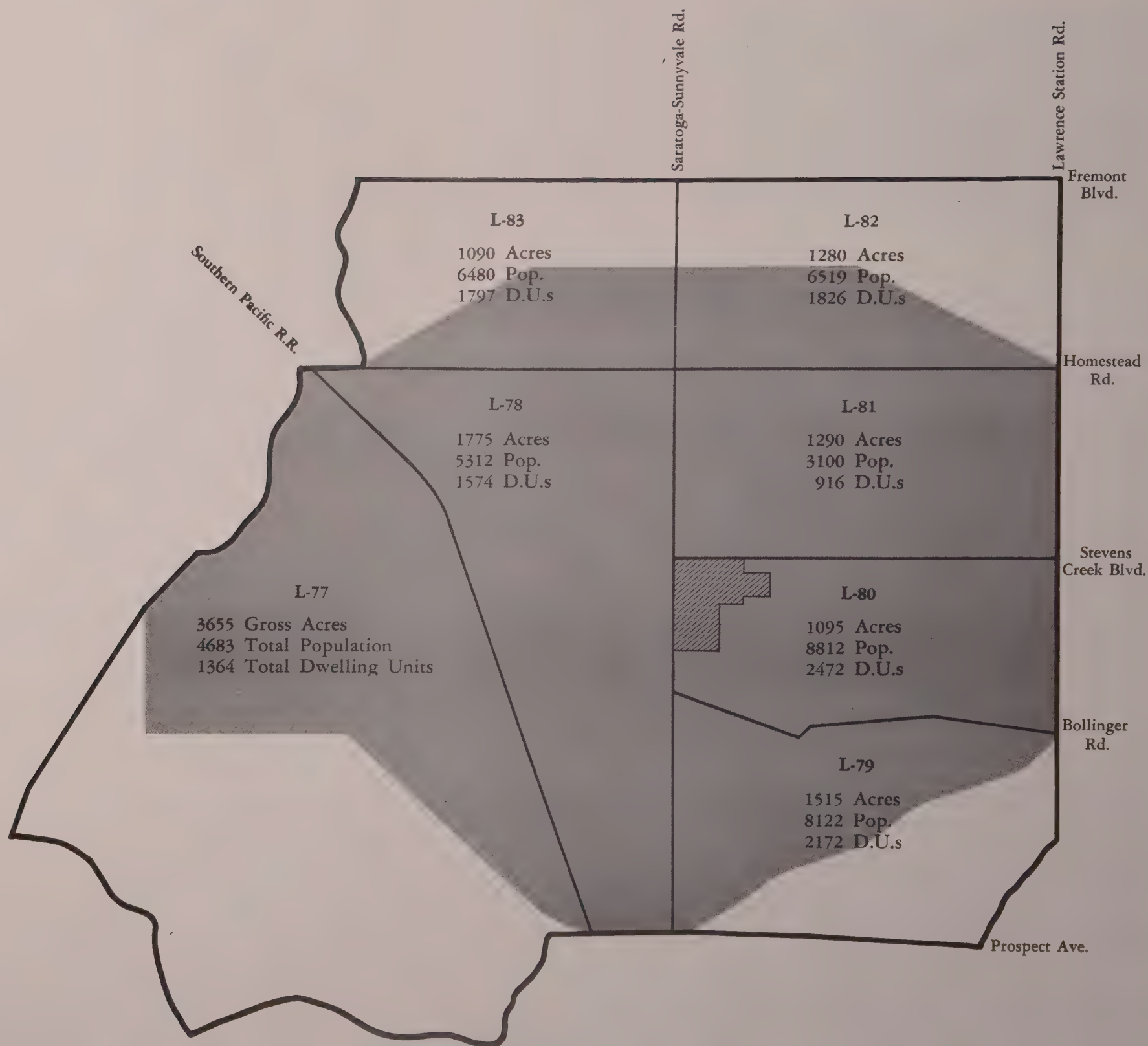
The boundaries of the 11,700 acre Cupertino-Monta Vista Planning Area were defined by the Santa Clara County Planning Department as part of its County-wide planning studies. These planning area boundaries were used as units for reporting 1960 population and economic data by the U.S. Bureau of the Census. The Cupertino-Monta Vista planning area was divided into 7 sub-areas or census tracts, for which population and dwelling unit totals were tabulated. The planning area is essentially a statistical unit of measure, which does not necessarily correspond with administrative or municipal areas. It does include all of the City of Cupertino, and parts of several other incorporated cities. It is mentioned because some of the basic data relevant to this report were originally expressed in terms of the whole Planning Area.

While it would have been convenient to assume that the Planning Area represented the logical area from which the Town Center would draw its patronage, reality did not bear this out. Such a method, for example, would not have given sufficient weight to the factor of competing retail centers.

The map indicates the division of the Cupertino-Monta Vista Planning Area into Census Tracts, and their respective gross acreages, 1960 population and the total dwelling units existing at that time. The smaller shaded area represents the Cupertino Trade Area. In 1960, 43,028 people lived in the Planning Area. On the basis of the pattern of land uses proposed for it in the Santa Clara County General Plan (adopted April 25, 1960), the County Planning Department has forecast a 1985 population of 132,000. The market analysis for the Town Center increased this figure to 141,000, in view of the trend towards slightly higher densities. The future residents of the area will, in all probability, live in a community with a suburban character, where densities will range from 7 to 10 dwelling units to the acre in most parts. There will be some residential sections of a higher density (12-20 units per acre) surrounding the commercial core, and also some areas of lower density, particularly in the foothills.

CUPERTINO TRADE AREA

The Cupertino Trade Area is the community from which the Town Center will draw most of its sales. It is shown as the shaded portion on the Census Tract map. The existing and future patterns of land use, the present circulation pattern and the proposed freeway alignments, and the topographic character of the area were some of the criteria used in relating the Trade Area to the Cupertino-Monta Vista Planning Area. The boundaries are not intended to be construed as hard and fast lines of demarcation, setting the patrons of the Town Center apart from those who will make their retail purchases elsewhere. The Trade Area was the geographic and statistical entity which was analyzed in calculating the retail store space capable of support in the Town Center. The methods and findings of this analysis are described in the "Cupertino Trade Area Market Analysis."



Note: For distribution of Trade Area population and dwelling units see Cupertino Trade Area Market Analysis.
 Source: "Info," No. 36, September, 1961, Santa Clara County Planning Department

1960 CENSUS TRACT CHARACTERISTICS

THE CUPERTINO CORE AREA

The Cupertino “Core Area” is 3,125 acres in size and is nearly coterminous with the City of Cupertino. The Cupertino City government is the major public agency influencing development in the Core. The Town Center proposal has been prepared within the framework of existing and future development of the Cupertino Core Area. For convenience in the following text, the “Core Area” and the “City” will be considered as interchangeable.

Recent Growth

The City of Cupertino was incorporated in 1955. Since that time, its population has grown from 2,100 persons to 3,700 persons in 1960, and to an estimated 5,400 persons in 1962. Core Area population is slightly larger since the Core includes parts of Sunnyvale, San Jose and unincorporated land as well as Cupertino. Land development in the Core Area has been suburban in nature, characterized by the construction of single family residential tracts and the development of agricultural lands for urban and suburban uses. Recent construction and development has included multi-family residences and a large commercial facility.

Planning Background

Cupertino has been confronted by difficult growth problems and related policy decisions. Many of these problems existed at incorporation, such as spotty retail development and strip commercial zoning along Highway 9 and Stevens Creek Boulevard. The City inherited much of the County’s 64th Unit of the Zoning Plan, and has since adopted sections of the County’s ordinance as an interim aid in controlling new growth.

The City’s newness has limited the time available to deal with these matters, and it has had to take stop gap measures. Cupertino has initiated a federally aided planning program beginning with the preparation of a General Plan. The City Council has completed negotiations with a consulting firm to undertake this work.

Existing Conditions

The following factors have been reviewed and weighed for their importance in the preparation of the Town Center Development Plan.

Land Use and Zoning Patterns

The existing land use and zoning patterns are shown on the following maps, "1962 Land Use Core Area," and "1962 Zoning Core Area." The problems resulting from the existing patterns are highlighted on the "1962 Core Area Land Use Problems Analysis" overlay and the "1962 Core Area Zoning Problems Analysis" overlay.

Traffic Volumes

The "1960 & 1985 Traffic Volumes Core Area," map shows the existing and future flow of traffic. In 1960 the peak volumes were at the Stevens Creek Boulevard and Saratoga-Sunnyvale Road intersection. In 1985, there will be two freeways within or bordering the Core Area. As shown on the map, both freeways interchange with the major streets that border the proposed Town Center site and thereby, provide vehicular access to the site from four directions.

Future Developments

The factors that will have an effect on the development of the Core Area and have guided the planning of the proposed Cupertino Town Center are examined below. The numbers along side of the text refer to the numbers on the "Factors Affecting Planning Core Area" map and show the location of the proposal.

Community Facilities

- 1 The Core Area will include a variety of public and private community uses. The Cupertino Elementary School District's "Proposed School Location" map shows seven existing schools, four school sites owned but undeveloped and two proposed sites in the Core Area. The Fremont High School District has one high school immediately outside and one proposed high school site in the Core.
- 2
- 3 The High School District is planning a Junior College to be located on a 100 acre parcel in the Core Area. The site is bounded by the proposed Stevens Freeway, Stevens Creek Boulevard, Stelling Road and McLellan Road and is only a short distance from the proposed Town Center site. The District indicates that the college may be ready to begin classes within four years. When completed it will accommodate 3,000 to 4,000 students.
- 4 Among the major non-profit service uses in the Core are a parochial school, an existing church and a planned church on the north-east corner of Stevens Creek Boulevard and Saratoga-Sunnyvale Road.

1962 LAND USE

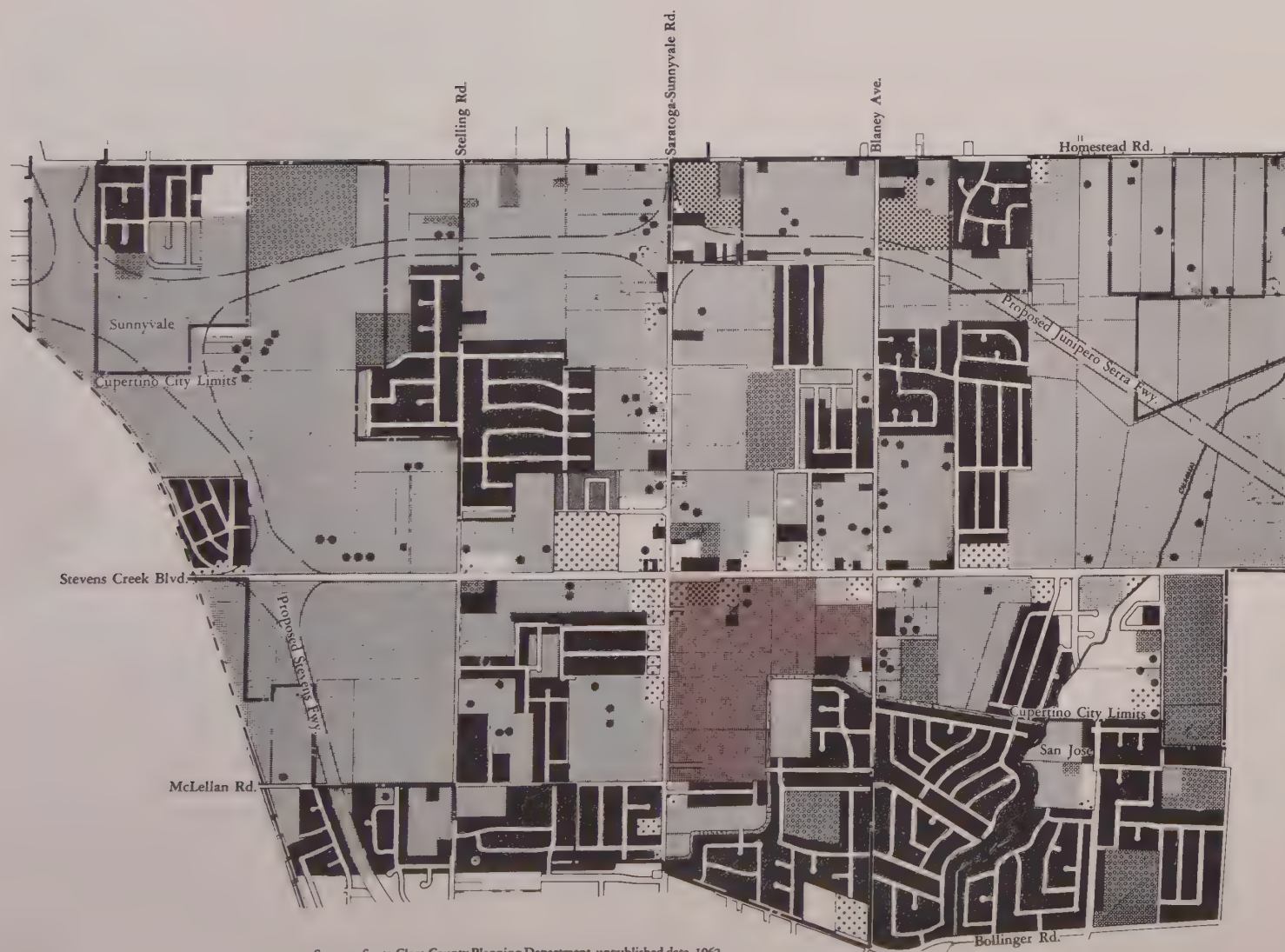
The amount of land in each land use category in the Core Area is shown on the bar chart to the right of the page. Although only a small percentage of the land is occupied by commercial uses, 3 percent, retail uses have already begun to concentrate at the intersection of Stevens Creek Boulevard and Saratoga-Sunnyvale Road. There are three organized convenience shopping centers at this junction and one under construction which will deal in shopper's goods.

The most significant land use features are the preponderance of agriculture and the concentration of retail uses. The first allows a freedom in land use planning that results from the uncommitted nature of the land, while the second represents the natural grouping of uses by the forces of a competitive market at the most advantageous location for such uses.

Total*
3028 ac. 100.0%

*Excludes 73 acres in major streets and 24 acres in creeks and flood control works.

Agriculture
1869 ac. 61.7%



1 & 2 Family
765 ac. 25.3%

Multiple Family
16 ac. 0.5%
Commercial
93 ac. 3.1%
Industrial
21 ac. 0.7%
Institutional
175 ac. 5.8%
Cleared or Vacant
89 ac. 2.9%

Source: Santa Clara County Planning Department, unpublished data, 1962

5.1% ac.

100.0%

A Zone
721 ac.

23.8%

R-1 Zone
1862 ac.

61.5%

R-2 Zone

10 ac.

0.3%

R-3 Zone

166 ac.

5.5%

C Zone

178 ac.

5.9%

P Zone

2 ac.

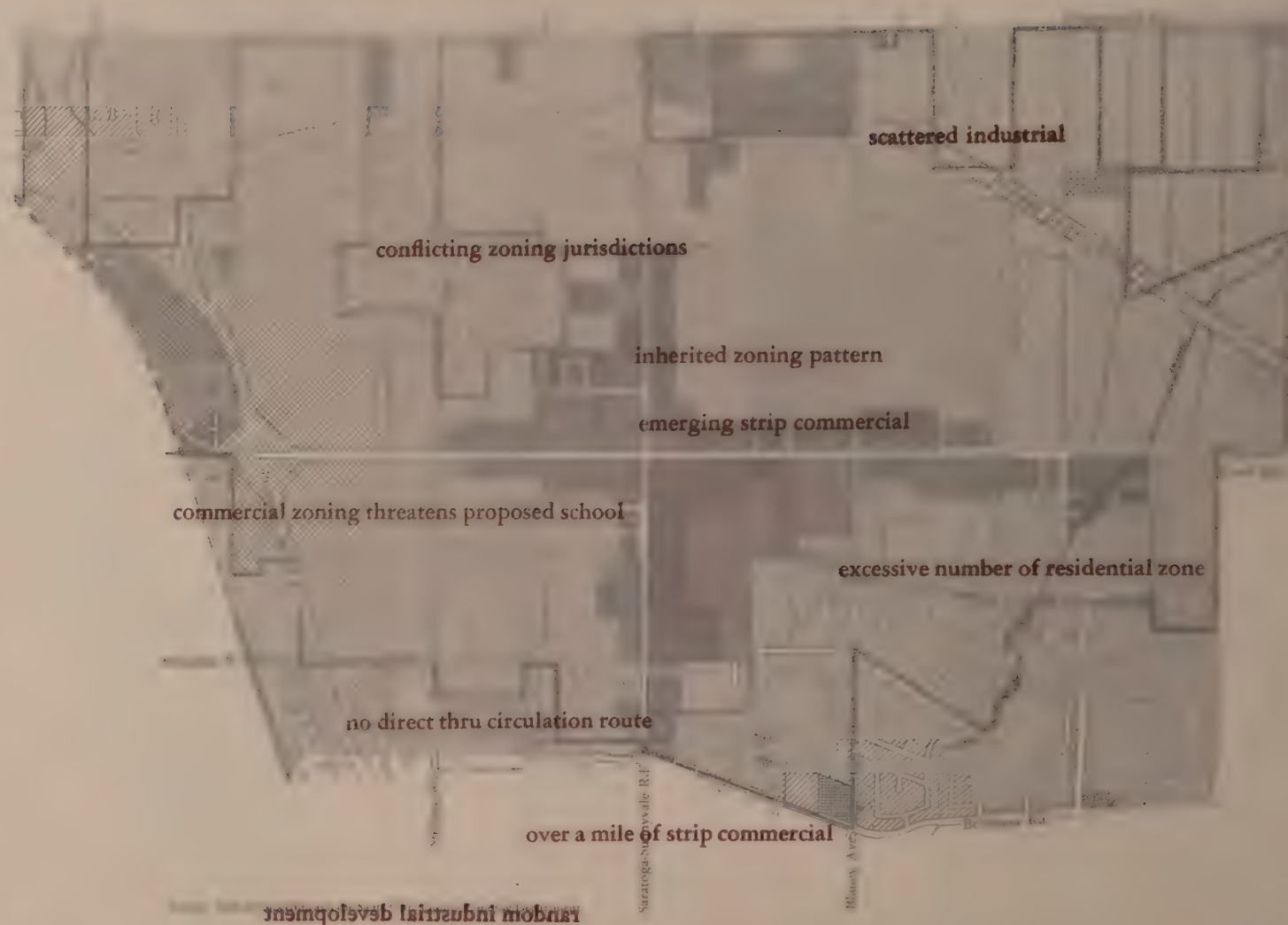
0.1%

M-1 Zone

89 ac.

2.9%

*Excludes 73 acres in major streets and 24 acres in creeks and flood control works.



1962 ZONING

The zoning ordinances of the cities of Cupertino, San Jose, and the Santa Clara County ordinance have been applied in the Core Area. All ordinances provide for similar primary uses in each zone allowing the zoning pattern to be examined by primary use. The bar chart showing the amount of land in each zone is at the left of the page opposite the chart showing land use allowing comparison between the two.

The most significant zoning feature is the strip commercial pattern on Saratoga-Sunnyvale Road and the beginnings of a strip pattern on Stevens Creek Boulevard. Immediately outside the City, in San Jose, both sides of Saratoga-Sunnyvale Road have been zoned commercial for a width of 540 feet and a length of more than one mile. This pattern is characteristic of American cities and encourages a spot development and causes high problems. The lack of depth of unified shopping convenience and are to maximum

LAND USE

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The most significant land use features are the preponderance of agriculture and the concentration of retail uses. The first allows a free use of the land, while the second represents a concentration of uses by the forces of a competitive market at the most advantageous location.

Stevens Creek Boulevard
Saratoga-Sunnyvale Road
Intersection of Stevens Creek Boulevard and Saratoga-Sunnyvale Road

excessive number of residential zone

not direct thru circulation route

over a mile of strip commercial

random industrial development

marginal commercial uses

substandard lot size

transitional uses

dilapidated buildings

spotty commercial uses

varying street widths causing hazards

1 & 2 Family
765 ac. 25.3%

Multiple Family
16 ac. 0.5%
Commercial
93 ac. 3.1%
Industrial
21 ac. 0.7%
Institutional
175 ac. 5.8%
Cleared or Vacant

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A Zone
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5.9%

P Zone

2 ac.

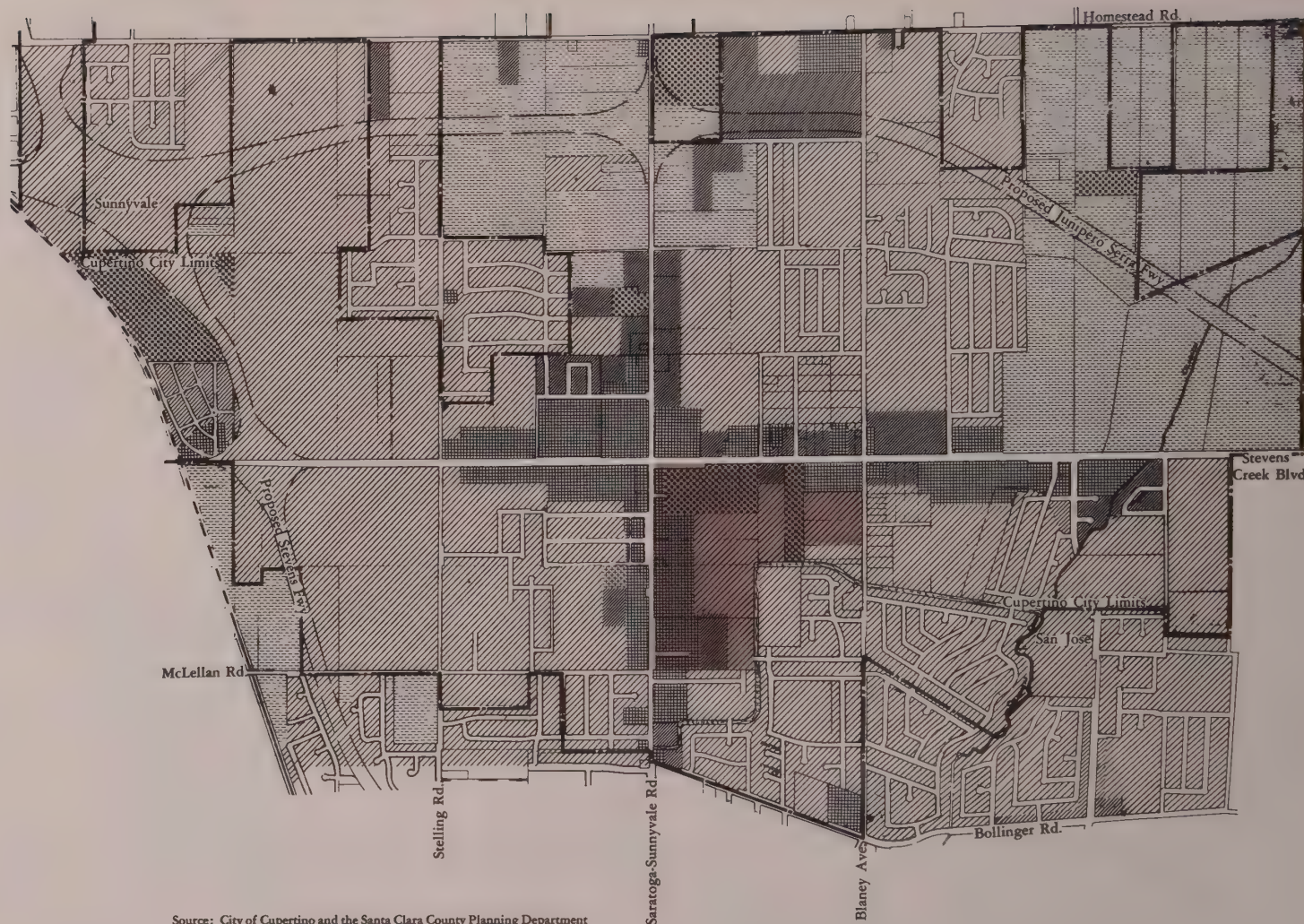
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M-1 Zone

89 ac.

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1962 ZONING

The zoning ordinances of the cities of Cupertino, Sunnyvale, and San Jose and the Santa Clara County ordinance have been applied in the Core Area. All ordinances provide for similar primary uses in each zone allowing the zoning pattern to be examined by primary use. The bar chart showing the amount of land in each zone is at the left of the page opposite the chart showing land use allowing comparison between the two.

The most significant zoning feature is the strip commercial pattern on Saratoga-Sunnyvale Road and the beginnings of a strip pattern on Stevens Creek Boulevard. Immediately outside the City, in San Jose, both sides of Saratoga-Sunnyvale Road have been zoned commercial for a width of 540 feet and a length of more than one mile. This pattern is prevalent in many American cities and encourages marginal enterprises, spot development and causes highway and circulation problems. The lack of depth prevents the development of unified shopping centers in which access, convenience and architectural treatment can be brought to maximum effectiveness on behalf of retail sales and services.

Residential Development

There are two significant multi-family developments in the Core Area. A medium density apartment complex averaging 17 units per acre is now under construction on the north-west corner of Stevens Creek Boulevard and Saratoga-Sunnyvale Road. These apartments are being built in conjunction with a shopping center. The second development is a proposal called "Carriage Oaks" which is still pending before the City Council. "Carriage Oaks" is a planned unit development opposite the Junior College site. It includes town houses and two six story apartments sited at the periphery of a central park, and averages 13 dwelling units per acre.

Other residential developments include the authorization of a single-family subdivision in the south-eastern portion of the City by the City Council, and the consideration of a planned unit development amendment to the zoning ordinance. The amendment would permit the planning of a combination of building types and uses within a single design.

Retail Commercial Activity

Two shopping centers are under construction in the Core Area; Portal Plaza, a community center at Blaney Road and Stevens Creek Boulevard, and the Stevens Shopping Center on the north-west corner of Stevens Creek Boulevard and Saratoga-Sunnyvale Road. The major tenant at the Stevens Center will be the Gemco Discount House.

Circulation

By 1970 two proposed freeways will service the Core Area. The Stevens Freeway will connect with the Bayshore Freeway leading to the San Francisco-Oakland Complex. The Junipero Serra Freeway, which cuts across the Valley floor through San Jose, will terminate at the proposed East Valley Freeway leading south. Westward, the Junipero Serra Freeway will follow the coast to San Francisco.

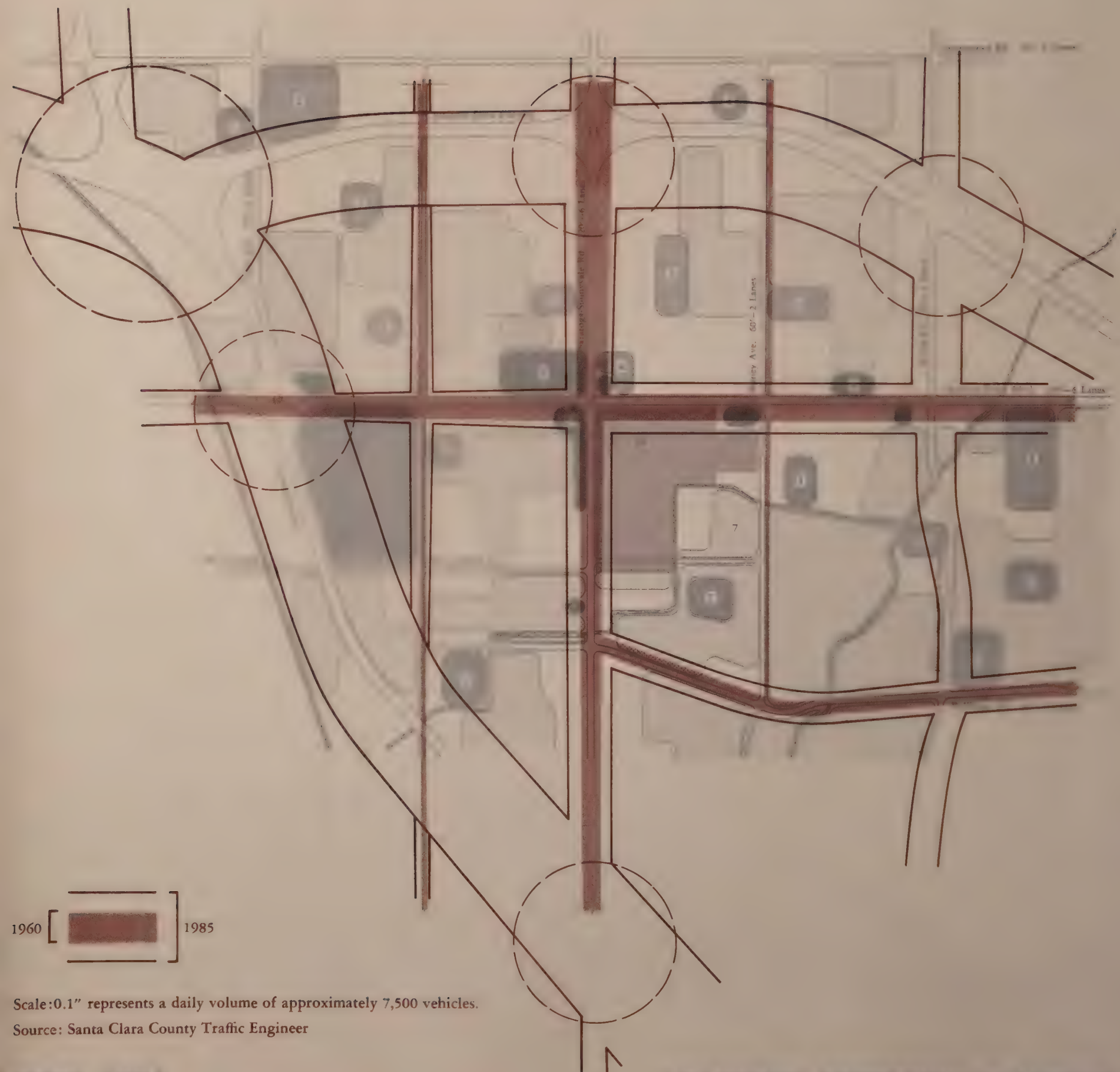
Planned major streets in the Core are Stevens Creek Boulevard, and Bollinger Road carrying east-west traffic and Saratoga-Sunnyvale Road and Mary Avenue carrying north-south traffic. The rights-of-way for Stevens Creek Boulevard and Saratoga-Sunnyvale Road have been established at 120 feet. Stevens Creek Boulevard now has four moving lanes over most of its right-of-way, while Saratoga-Sunnyvale Road has two. Bollinger Road is being improved to major street specifications to provide for the increased volume of traffic being generated as the adjacent areas fill in with residential development. Mary Avenue is to be extended southward to Stevens Creek Boulevard near Stevens Freeway. A system of collector streets will feed traffic into the major street system. The collector streets include Blaney Avenue, Stelling Road, Pacifica Drive and McLellan Road.

Factors Affecting Planning

The combination of the Junior College, multi-family proposals, commercial and institutional activities creates an educational, cultural, commercial and residential concentration in the heart of the Cupertino Core Area. These uses are all sited along Stevens Creek Boulevard within one half mile of the junction with Saratoga-Sunnyvale Road. The future circulation system with freeway interchanges at both these streets will increase accessibility and encourage further development in the four quadrants defined by them.

Junior colleges are typically centers of activity daily drawing young people from a wide geographic area, providing city-wide cultural facilities, and attracting many persons to evening lectures, adult classes and other programs. The character of the multi-family proposals, particularly "Carriage Oaks," presages high density residential areas that preserve open space and greenness. The passage of the planned unit development amendment by the City Council will encourage this type of development.

The nucleus for the Cupertino Central Business District has been established at the junction of the four quadrants. The Gemco Discount House on the north-west corner of the Stevens Creek Boulevard and Saratoga-Sunnyvale Road intersection will deal in shopper's goods. The three existing centers, Cupertino-Crossroads, Town and Country Center and the Allario Center, form a healthy concentration of convenience outlets on the south-west corner. The existing and planned institutional facilities on the north-east corner expand the focus of the intersection to include community activities vital to the residents of the Core Area. The remaining corner is the site of the proposed Cupertino Town Center.



1960 AND 1985 TRAFFIC VOLUMES

Residential Development

There are two significant multi-family developments in the Core Area. A medium-density residential complex including 120 units is now under construction on the north side of Stevens Creek Boulevard and is being developed by the City of Cupertino. Apartments are being built in conjunction with a shopping center. The second development is a proposal called "Carriage Oaks" which is still pending before the City Council. "Carriage Oaks" is a planned unit development opposite the Junior College site. It includes 100 houses and two six-story apartment buildings situated at the periphery of a central park and commercial area. The development is planned at a density of 10 units per acre.

Other residential developments include the authorized development of 100 units on the south side of Stevens Creek Boulevard. The development is planned at a density of 10 units per acre.

The development of 100 units on the south side of Stevens Creek Boulevard is planned at a density of 10 units per acre. The development is planned at a density of 10 units per acre.

Circulation

By 1970 two primary roads will be completed in the Core Area. The Stevens Creek Boulevard and the Santa Clara Freeway. The Stevens Creek Boulevard is a four-lane road with a median. The Santa Clara Freeway is a four-lane road with a median.

Road carrying east-west traffic is Stevens Creek Boulevard and Mary Avenue carrying north-south traffic. The rights-of-way for Stevens Creek Boulevard and Saratoga-Sunnyvale Road have been established at 120 feet. Stevens Creek Boulevard now has four moving lanes over most of its length, while Saratoga-Sunnyvale Road has two. Hollister Road is being improved to meet the specifications to provide for the future volume of traffic being generated in the adjacent areas of high residential development. Mary Avenue is to be extended southward to Stevens Creek Boulevard.

The development of 100 units on the south side of Stevens Creek Boulevard is planned at a density of 10 units per acre. The development is planned at a density of 10 units per acre.

Factors Affecting Planning

The development of the Core Area will be a high-density, commercial and residential development. The development will be a high-density, commercial and residential development. The development will be a high-density, commercial and residential development.

Junior colleges are typically centers of activity daily drawing young people from a wide geographic area, providing city-wide cultural facilities, and attracting many persons in evening lectures, adult classes and other programs. The character of the multi-family development, particularly "Carriage Oaks," presages high-density residential areas that will serve open space and greenness. The passage of the planned unit development amendment by the City Council encourages this type of development.

The nucleus for the Cupertino Central Business District has been established at the junction of the four quadrants. The Genesee Drive building on the northwest corner of the Stevens Creek Boulevard and Saratoga-Sunnyvale Road intersection will deal in shopper's goods. The three existing centers, Cupertino-Crossroads, Town and Country Center and the Alladin Center, form a healthy concentration of convenience outlets on the south-west corner. The existing and planned institutional facilities on the northeast corner expand the base of the development to include community activities vital to the residents of the Core Area. The remaining corner is the site of the proposed Cupertino Town Center.

1982 1960

Source: Santa Clara County Traffic Engineer
Scale: 0.1" represents a daily volume of approximately 7,500 vehicles.

CORE AREA

1960 AND 1982 TRAFFIC VOLUMES



THE CUPERTINO TOWN CENTER

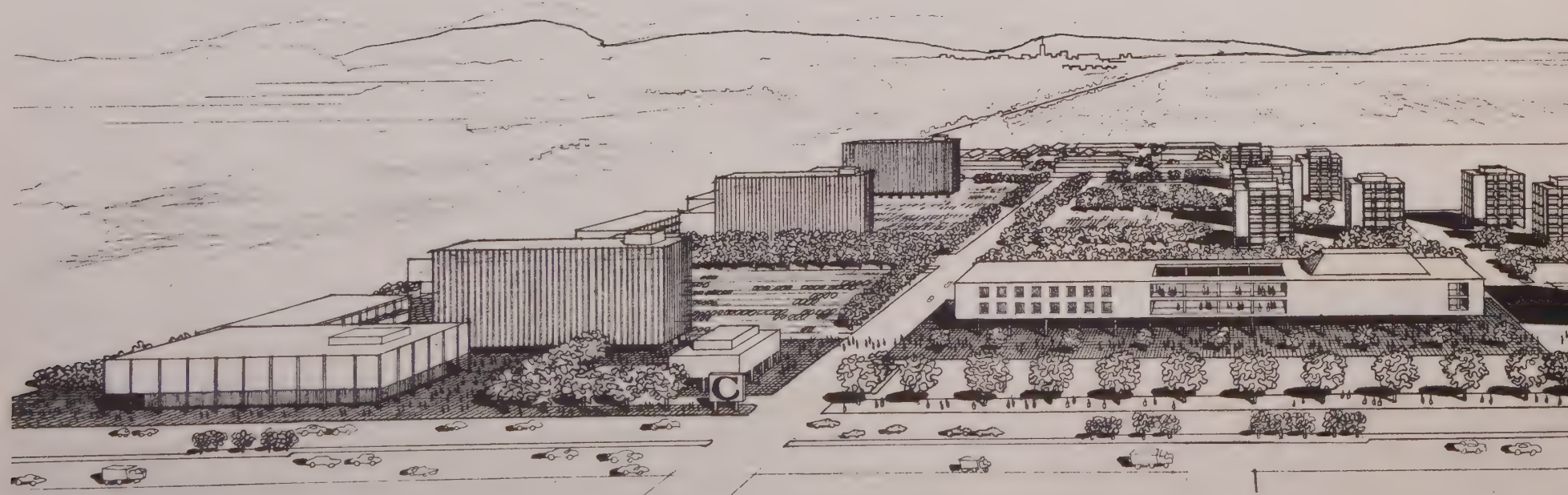
The Town Center Concept

The Cupertino Town Center is planned as an integral part of the emerging Cupertino Central Business District. The development plan synthesizes the "Downtown" and the "shopping center" by the selective combination of the positive features of both.

Downtown is the focal point of activity for the City. It has been distinguished not so much by uniqueness of activity but by variety of activity and intensity of land use. It is the place where person-to-person contacts are enjoyed day and night. On the other hand, the modern shopping center specializes in one service, providing retail goods, primarily during the day. Because it is planned and built as a single unit, the shop-

ping center can offer amenities such as ample parking space, attractive arcades and malls, and architectural continuity not possible in the older downtown area without extensive renewal efforts. By proposing a variety of compatible uses within the framework of a single design concept, the Cupertino Town Center is truly a "Town Center" and will be a landmark in Cupertino.

The relative youthfulness of Cupertino, the abundance of "open" agricultural land and the absence of rigid street and land use patterns produce a situation extremely favorable to imaginative development. Other activities supporting and relating to the Cupertino Town Center as well as to the activities on the adjacent quadrants, should be planned and protected by the City for this general area.



The Town Center Plan

The design of the proposed Cupertino Town Center creates a lively urban focus in the City that invites pedestrians and motorists to enter. The development plan envisions blocks of well designed stores on the street side of the site, so placed as to create "windows" on to the life and vitality of the Promenade. The

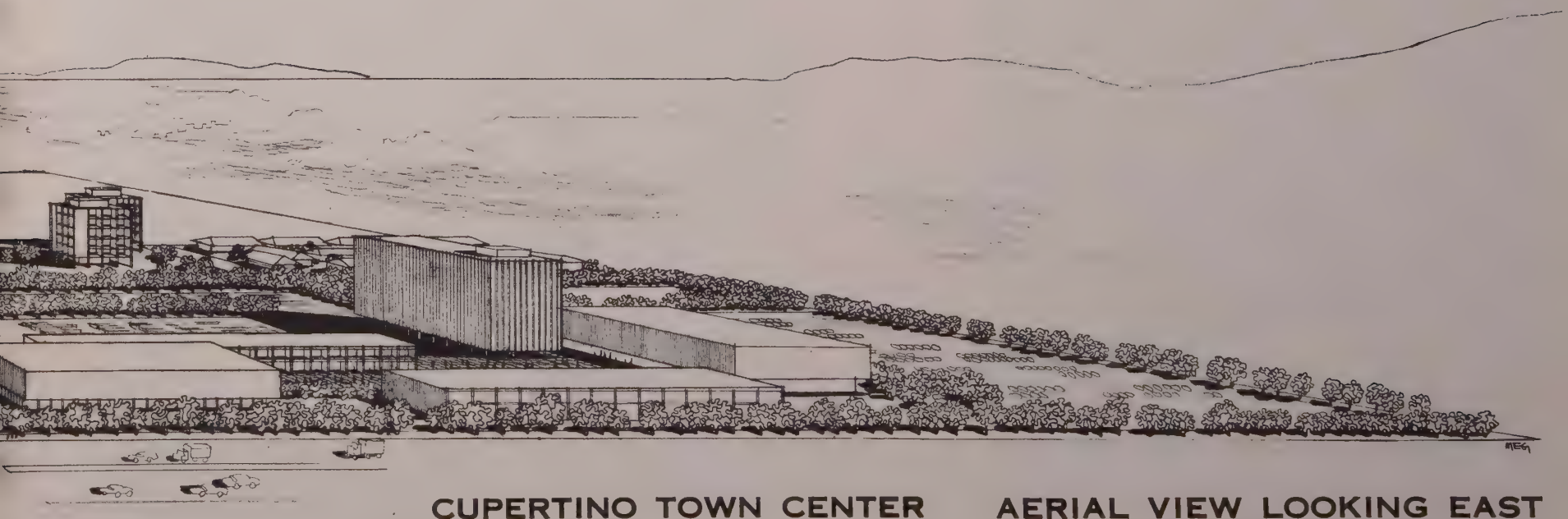
Promenade is a mall that extends the length of the development, lacing commercial building groups together, tying in the Civic Center on Saratoga-Sunnyvale Road and providing a continuous pedestrian way. The Promenade widens at the building groups creating urban courts that may vary from gay meeting

places to quiet resting spots for weary shoppers. Along the rear property line, the Town Center Plan proposes a ribbon of parklike residential areas.

The major Cupertino Town Center uses are shown on the "Proposed Land Use Cupertino Town Center" overlay. The land use distribution is shown in Table 1.

Table 1.

CUPERTINO TOWN CENTER LAND USE		
Use	Acres	% of Total
Total Site	103.0	100
Residential	28.0	27
Commercial	50.5	49
Civic Center	10.5	10
Circulation	14.0	14



CUPERTINO TOWN CENTER

AERIAL VIEW LOOKING EAST

Commercial Land Uses

The Cupertino Town Center Architectural Site Plan proposes 50.5 acres of commercial land to be distributed as shown in Table 2.

Table 2.

Use	COMMERCIAL LAND USE	
	Land Area in Acres	
	Total	Sub-total
Grand Total	50.5	----
Promenade Commercial	48.6	----
Retail Bldg. Coverage	----	6.7
Office Bldg. Coverage	----	1.5
Promenade & Courts	----	5.6
Parking & Landscaping	----	34.8
Automotive Services	1.5	----
Bldg. Coverage	----	.2
Parking & Landscaping	----	1.3
Pacifica Drive Office	.4	----
Bldg. Coverage	----	.1
Parking & Landscaping	----	.3

Retail Activity

The proposed retail facilities form two major linear concentrations fronting Stevens Creek Boulevard and Saratoga-Sunnyvale Road. Each group is planned around a portion of the Promenade which links all the commercial building groups. A minor retail area specializing in automotive services is located at the southern end of the property.

The competitive position of the proposed shopping area is examined in the "Cupertino Trade Area Market Analysis" following this section. The Town Center will be able to support 300,000 square feet of retail selling space. Based on an average annual income of \$72.50 per square foot, total Town Center sales will average \$21,750,000 with a corresponding one percent sales tax income to the City of \$217,500. Total sales reflect the average population projection but may be greater if the growth rates are higher than anticipated. The projected retail floor space for the Town Center considers the existing and planned competing retail space in the Core Area. Since the ability of any facility to succeed depends on its merchandising techniques, an aggressively managed shopping center may capture more of the Trade Area purchases than anticipated. At full development, the retail commercial buildings in the two major concentrations will cover 6.7 acres or 292,000 square feet of ground space. Second floor space has been proposed for some of the stores providing an additional 98,000 square feet, and bringing the total gross floor area to 390,000 square feet. A total of 300,000 square feet of selling area is available after 30 percent of the gross area is deducted for halls, storage, etc.

Although the market analysis did not distribute the projected floor area among the several retail categories, the experience of other centers indicates that a variety of stores can be supported, and that the prime emphasis should be on comparison goods. In the future, the Town Center should consider a department store, variety store, men's and women's apparel, etc.

The Pacifica Drive retail group has been planned for a gas station, tire and battery outlet, car wash and similar uses. The proposed site occupies 1.5 acres, has direct access from Saratoga-Sunnyvale Road and is only 2,200 feet from the intersection with Stevens Creek Boulevard.

Administrative and Professional Offices

Five five-story administrative and professional office buildings are included in the two major retail groups; two in the Stevens Creek Boulevard cluster and three in the Saratoga-Sunnyvale Road cluster. They are sited along the rear boundaries of the shopping complexes.

Each five story building has 12,600 square feet of ground coverage and a gross floor area of 63,000 square feet. The net floor area for all five buildings has been calculated at 293,700 square feet allowing 25 percent of the space for stairs, halls, etc. Although set apart from the shops, the offices share the Promenade and court areas with the retail center. The height of the proposed structures are an important element in the Town Center's design and will be exciting contrasts to the low retail structures and the flat topography of the site and adjacent land.

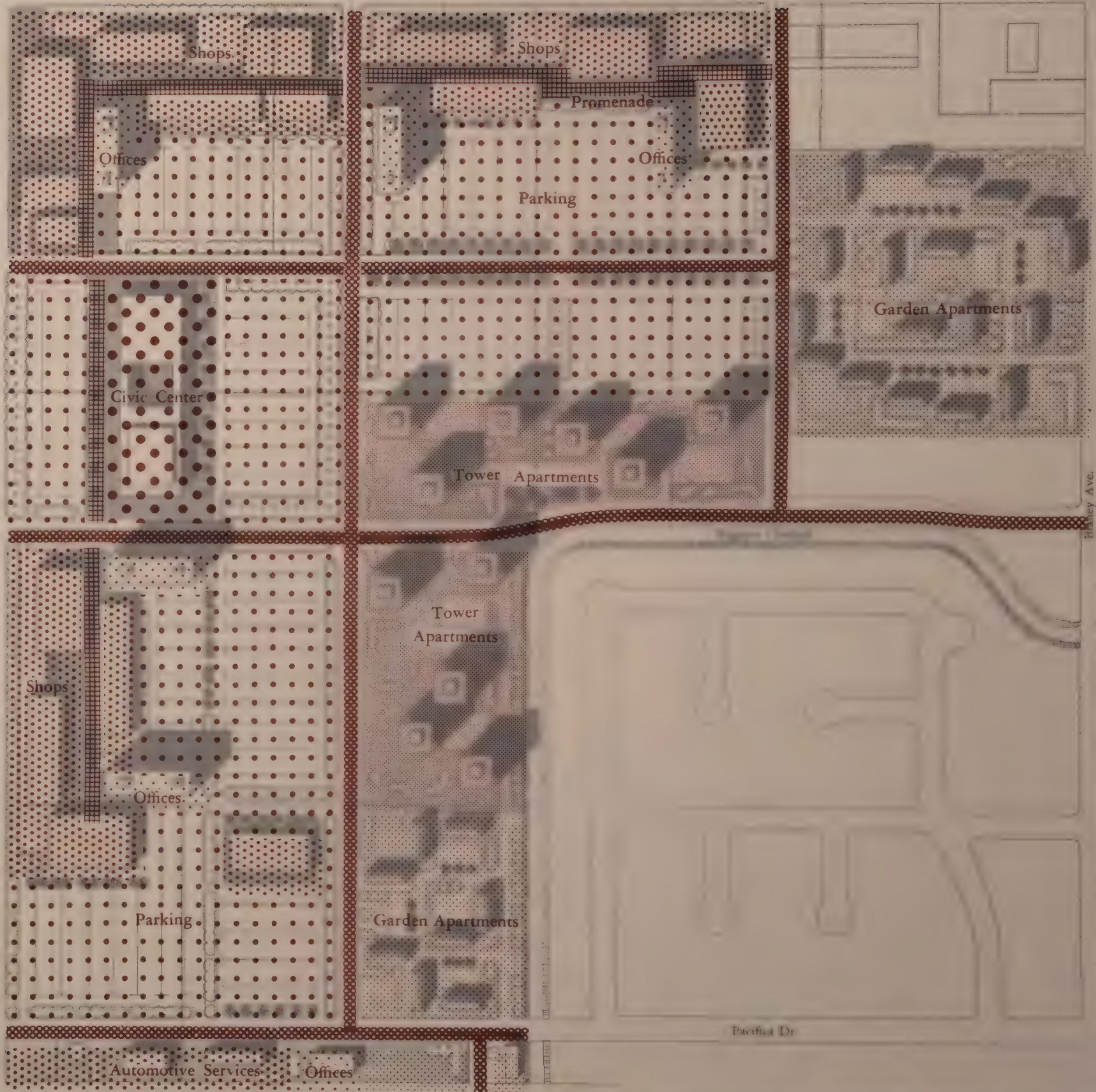
The office buildings will provide space for the future growth of office services in Cupertino that may be expected to accompany the increase in population. Examples of activities that might be attracted to this location are:

- Bank and Trust Company
- Medical Offices
- Architects & Engineers Office
- Real Estate Sales Office
- Letter, Duplicating & Mailing Service

The office area will also be an important employment center in Cupertino. Assuming 300 square feet of net floor area per employee, the buildings may accommodate a minimum of 750 employees.

The Plan includes two additional office buildings, the first, a two-story building on Pacifica Drive acting as a transition between the automotive services and the proposed residential, and the second, the existing bank building on Saratoga-Sunnyvale Road. Although the bank is not one of the sponsors of the Town Center proposal, it has been assumed that some form of voluntary cooperation between the bank and the Town Center developers may emerge based on the advantages accruing to each.

Saratoga-Sunnyvale Rd.



CUPERTINO TOWN CENTER

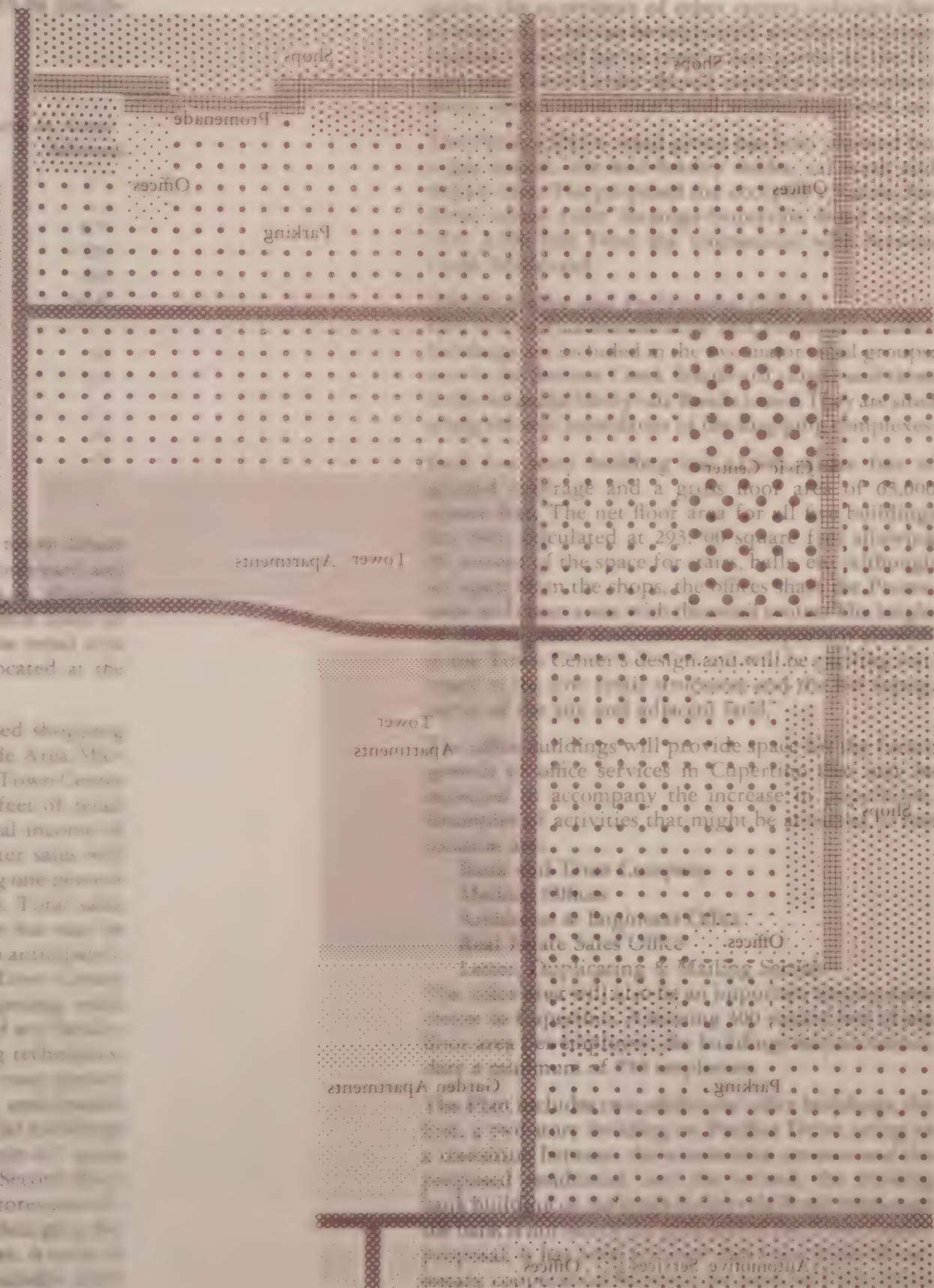
ARCHITECTURAL PROPOSED LAND USE

approximately 50.5 acres of commercial land to be developed as shown in Table 2.

The proposed retail facilities form two distinct concentrations fronting Stevens Creek Boulevard, the Rock Creek and

A new automotive services building is located at the rear of the property.

PROPOSED LAND USE



tages accruing to each

Stevens Creek Blvd.

Saratoga-Sunnyvale Rd.

Regnart Channel

Blaney Ave.

Pacifica Dr.

CUPERTINO TOWN CENTER

ARCHITECTURAL DEVELOPMENT PLAN

Commercial Parking

The retail and office parking requirements have been combined and joint parking areas are located at the rear of the commercial development, within walking distance of all proposed facilities. Parking for the retail facilities has been estimated at a 3:1 ratio (3 square feet of parking space for every one square foot of net retail sales space). Office parking has been calculated at a ratio of 2:1. Landscaping for the parking lots is 10 percent of the parking area. The total amount of land devoted to parking is 1,520,000 square feet, approximately 35 acres; 900,000 square feet for retail needs, 482,000 square feet for office needs and 138,000 square feet for landscaping. The distribution of the parking areas is shown in Table 3.

Table 3.
COMMERCIAL PARKING BASED ON FLOOR AREA

Parking Category	Net Floor Area (sq. ft.)	Parking Ratio	Area Provided sq. ft. acres	
Total	-----	-----	1,520,000	34.8
Retail	300,000	3:1	900,000	20.6
Offices	241,000	2:1	482,000	11.0
Landscaping	-----	10% of parking	138,000	3.2

The linear parking arrangement at the rear of the development eliminates the usual “sea of cars” that forms the entrance and blocks the view of the typical shopping center. The proposed landscaping is vital to the final appearance of the Town Center since the tall trees will shade the parking lots, minimizing the effects of the sun’s glare on car roofs.

The Promenade

A pedestrian Promenade runs the length of the retail areas and the Civic Center. The Promenade will have a minimum width of 40 feet and a minimum length of 3,120 feet, as shown on the “Proposed Official Street” map. As the Town Center develops and precise architectural plans for the commercial clusters are drawn, the Promenade may be widened, creating a series of formal and informal paved areas. The Promenade widens at the Civic Center to form a broad plaza. The flexibility of the mall space encourages a variety of imaginative ideas and it may include outdoor sculptures, fountains and reflecting ponds. Landscaping and the thoughtful siting of benches and street furniture will create pleasant urban courts serving as store entries, resting places for shoppers and as general pedestrian space. Flower or newspaper stands or perhaps a kiosk will add to the gaiety of the Promenade. The courts may be used for sales promotion displays or public service events such as a local art show sponsored by the merchants. The Town Center Plan envisions the maximum Promenade development to be approximately eight acres, with five and one half acres to be in the commercial area.

Civic Center

The Plan proposes a 10.5 acre parcel on Saratoga-Sunnyvale Road for the future Cupertino Civic Center. The site is defined by roads on all four boundaries which separate the parcel from the adjoining commercial facilities and ensure ease of access to the Center. Although the study of Civic Center space needs is beyond the scope of this report, the site is large enough to include an auditorium and community building as well as city offices. The site plan shows 1,000,000 square feet of floor space on two levels. It is noted that space may be increased or decreased depending on the detailed architectural plan. The Civic Center will have a central side plaza that is a potential Civic Square. The plaza occupies 2.5 acres. Approximately 6.3 acres is used for parking with ample provision for landscaping.

The Town Center developers propose to dedicate one acre of land to the City so it may begin planning the Civic Center in the near future. The developers will provide opportunity for the City to acquire this part of the land at the City's convenience.

The Residential Park

The Town Center Plan proposes a 25-acre Residential Park that follows the same general layout as the Town Center Plan. The Residential Park will be a mix of residential and commercial uses.

The Residential Park will be a mix of residential and commercial uses. The plan shows a large building with a central plaza and parking areas. The plan also shows a large tree in the foreground.

The total open space available is 7.2 acres in the tower group and 9.2 acres in the town center group. Even though the open space has been divided between the two building types, it should be noted that the open space is continuous and can be used as a unit. The total acreage will not be used exclusively for parking since some will be needed for planting around the buildings. There will be approximately 15 acres of usable parkland. The plan shows a large tree in the foreground. The plan also shows a large building with a central plaza and parking areas.

The large park area is a major feature of the plan. The plan shows a large tree in the foreground. The plan also shows a large building with a central plaza and parking areas. The plan also shows a large tree in the foreground.

Residential parking is provided in individual bays. The plan shows a large tree in the foreground. The plan also shows a large building with a central plaza and parking areas. The plan also shows a large tree in the foreground.

Circulation

The Town Center is easily reached from any point in the Trade Area via Stevens Creek Boulevard and Saratoga-Sunnyvale Road. Both these roads will be upgraded to County expressway standards, 120 feet with a median strip, within 10 to 15 years according to the Santa Clara County Traffic Engineer. As previously stated, access to the future will be even greater than at present due to the construction of the proposed Stevens Freeway and the Juniper Freeway. Major street widenings will reduce the travel time to the Center Site 2.5 acres. The Town Center plan has three entrances on Saratoga-Sunnyvale Road and two on Stevens Creek Boulevard.

Eight foot street rights-of-way are proposed for all streets. The plan shows a large tree in the foreground. The plan also shows a large building with a central plaza and parking areas. The plan also shows a large tree in the foreground.

The plan shows a large tree in the foreground. The plan also shows a large building with a central plaza and parking areas. The plan also shows a large tree in the foreground.

Commercial Parking

The retail and office parking requirements combined and joint parking are rear of the commercial development. The distance of all proposed retail facilities has square feet of parking of net retail.

of the "car of the future" that the typical car of the future is vital since the car is the primary mode of transportation.



Civic Center

The Plan proposes a 10.5 acre parcel on Saratoga-Sunnyvale Road for the future Cupertino Civic Center. The site is defined by roads on all four boundaries, which separate the parcel from the adjoining commercial facilities and ensure ease of access to the Center. Although the study of Civic Center space needs is beyond the scope of this report, the site is large enough to include an auditorium and community building as well as city offices. The site plan shows 130,000 square feet of floor space on two levels. The actual space may be increased or decreased depending on the detailed architectural plan. The Civic Center building sits on a wide plaza that is a potential Civic Square. The plaza occupies 2.5 acres. Approximately 6.3 acres is used for parking with ample provision for landscaping. The Town Center developers propose to dedicate one acre of land to the City so it may begin planning the Civic Center in the near future. The developers will provide opportunity for the City to acquire the rest of the land at the City's convenience.

The Residential Park

The Town Center Plan proposes a 28 acre Residential Park that follows the rear property line from Blaney Avenue to Pacifica Drive. On either end of the proposed residential band is a cluster of two-story garden apartments; in the middle there is a concentration of 6-story tower apartments. Both the garden apartments and the tower clusters are sited on landscaped greens.

The two garden apartment areas collectively occupy 16 acres. Twenty-six buildings are planned, each with 8 units, for a total of 208 units. The garden apartments have a density of 13 dwelling units per gross residential acre. Twelve acres are devoted to the tower areas. There are 24 dwelling units in each of the 11 towers for a total of 264 dwelling units. The towers have a density of 22 dwelling units per gross residential acre. The height of the towers allows the building coverage to be kept at a minimum. The ratio of open space to building coverage in both the tower and garden apartment groups is a little more than 4.5 to 1.

The total open space available is 17 acres, 7.8 acres in the tower group and 9.2 acres in the two-story groups. Even though the open space has been divided between the two building types, it should be noted that the open space is continuous and may be developed as a unit. The total acreage will not be used exclusively for park, since some will be needed for planting around the buildings. There will be approximately 15 acres of useable park, if 10 percent of the total open area is used for planting. This is ample room for active play space, a swimming pool, tennis court, tot lot, or areas for sunning and picnicking.

The large park area is a major design feature of the residential proposal. It incorporates an urban living environment within the open space and greenness long associated with the Santa Clara Valley. A second major design feature of the plan is the height and placement of the towers. Together, the 11 towers form an exciting back drop for the commercial area and culminate, in one group, the verticality initiated by the office structures. The Residential Park sketch shows how the tower area may look at full development.

Residential parking is provided in individual bays in front of each structure. Parking and driveways occupy 7.5 acres of land and space is provided at a ratio of more than 1.5 spaces per dwelling unit.

Circulation

The Town Center is easily reached from any point in the Trade Area via Stevens Creek Boulevard and Saratoga-Sunnyvale Road. Both these roads will be upgraded to County expressway standards, 120 feet with a median strip, within 10 to 15 years according to the Santa Clara County Traffic Engineer. As previously stated, accessibility in the future will be even greater than at present due to the construction of the proposed Stevens Freeway and the Junipero Serra Freeway. Major street widenings will reduce the Town Center Site 2.5 acres. The Town Center plan has three auto entrances on Saratoga-Sunnyvale Road and two on Stevens Creek Boulevard.

Sixty foot street rights-of-way are proposed for all internal streets and 11.5 acres are devoted to the internal circulation pattern. Pacifica Drive has been designated in a previously filed subdivision map. The plan indicates Pacifica Drive extended from Saratoga-Sunnyvale Road to Blaney Avenue. Rodrigues Avenue will also extend from Saratoga-Sunnyvale Road to Blaney Avenue. Scofield Drive will extend from Saratoga-Sunnyvale Road to Randy Lane extended. A collector street has been located approximately 800 feet east of Saratoga-Sunnyvale Road in a north-south direction. Randy Lane has been extended southward to meet Rodrigues Avenue.

The local streets have been planned to serve as boundaries for the several plan uses. The rear locations of streets permits convenient and efficient access without allowing them to become a dominant design element.

The Next Steps

The Cupertino Town Center Plan is being submitted to the Cupertino Planning Commission and the City Council with the recommendation that it be reviewed as part of the City's overall General Plan study. If at the appropriate time, the Council officially adopts the Town Center Plan and it is integrated in the City's General Plan's Central Business District proposals, the City will be assured of the development of a distinctive urban center.

Proposed Zoning

The Town Center site plan is presented as a planned development under the Cupertino zoning classification "Planned Community Development", PC-H, with C-1-H and R-24 districts' regulations requested for the appropriate uses. The requested zoning is shown on the "Proposed Zoning" map. The PC-H classification permits planning of the 103 acres as a unified development with a variety of compatible uses. Zoning approval will provide a basis for detailed building design and the soliciting of occupants for the proposed uses.

The PC-H District gives the City controls over the uses and the site development by requiring use permits for all proposed uses and design review by the Cupertino Architectural Review Board Approval Committee. According to the City Ordinance No. 002 (f) this Committee considers the following:

"a. Considerations relating to site layout:

(1) The orientation and location of buildings and open space in relation to the physical characteristics of the site, the character of the neighborhood, the appearance and harmony of the buildings with adjacent development.

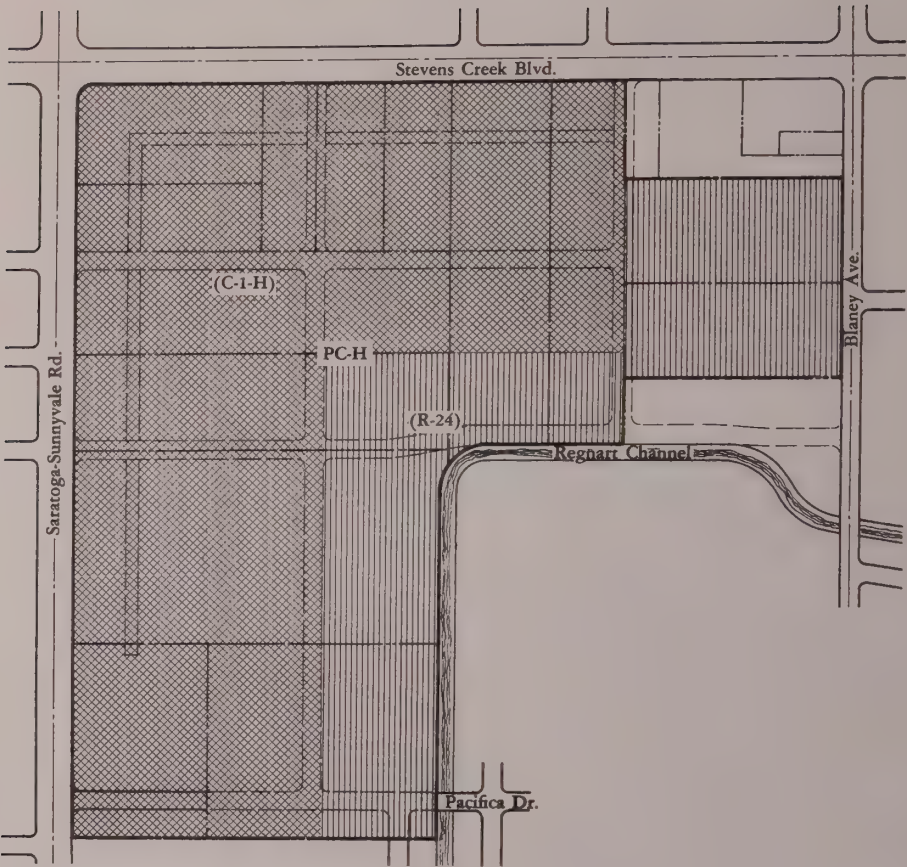
b. Considerations relating to landscaping:

(1) The location, height, and materials of walls, fences, hedges, and screen planting to insure harmony with adjacent development or to conceal storage areas, utility installations or other unsightly development. The planting of ground cover or other surfacing to prevent dust and erosion. The unnecessary destruction of existing healthy trees."

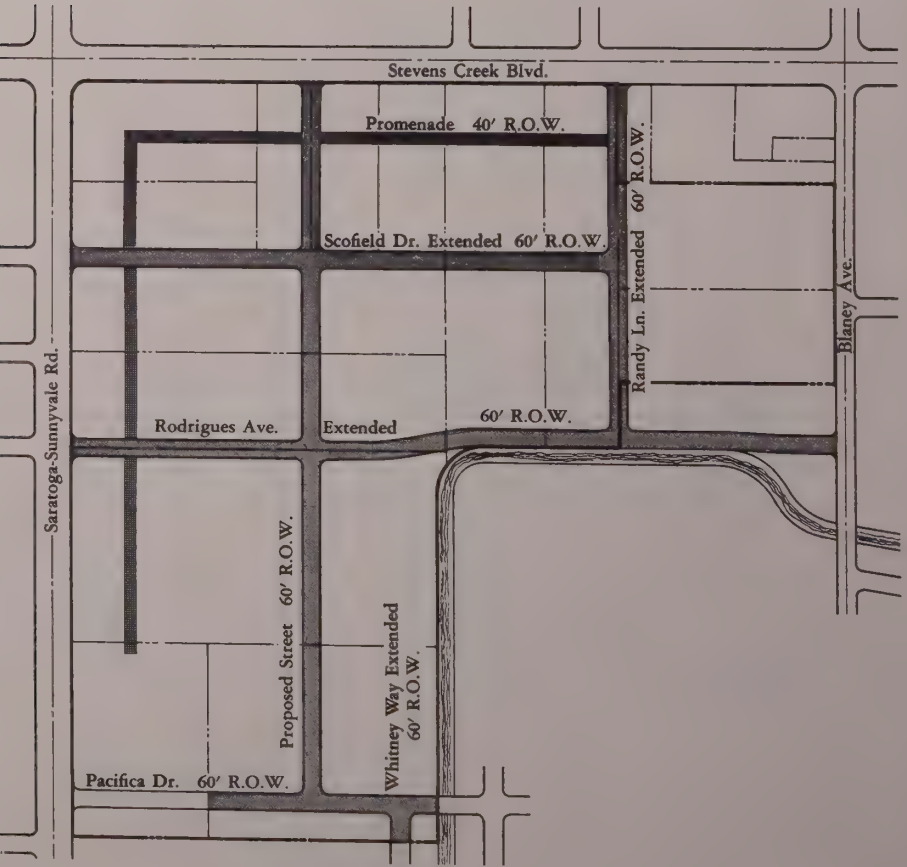
The Proposed Official Street Map

In conjunction with the requested zoning map, an Official Street map is presented for approval. The map records the proposed rights-of-way of all streets in the subject property, the right-of-way of the Promenade, and provides for the widening of Stevens Creek Boulevard and Saratoga-Sunnyvale Road according to the Santa Clara County Traffic Engineers Office requirements. Approval of the "Proposed Official Street" map will establish the Town Center circulation system and provide a framework for the future detail design of the Town Center site.

PROPOSED ZONING



CUPERTINO TOWN CENTER



PROPOSED OFFICIAL STREET MAP

Cupertino Trade Area Market Analysis



NORTH SHOPPING PROMENADE—LOOKING EAST

THE CUPERTINO TRADE AREA MARKET ANALYSIS

The market analysis, upon which the proposals for the development of a major commercial complex in the Town Center are based, and which provides the rationale for estimating the floor area capable of support, is believed to be an essentially conservative and sober appraisal of the future commercial prospects of the Cupertino area.

The process of analysis dealt with projections of future population and family size, estimates of the amount of income available for retail expenditures, and calculations of the proportion residents of the Trade Area could be expected to spend in the core of Cupertino as opposed to other competing retail complexes. The types of retail center competing for the purchasing dollar include not only the smaller, closer and more frequently patronized neighborhood and community shopping centers offering the everyday convenience goods, but also the larger, more distantly-located regional shopping areas, such as Downtown San Francisco and San Jose, Stanford and Valley Fair Centers, which will continue to attract an appreciable segment of the sum spent for comparison goods purchases.

In many instances, it was necessary for the consultants to formulate sets of hypotheses in the determination of the projections and estimates. Wherever possible these assumptions have been based upon authoritative sources, and in each case their validity has been tested; also, the tendency was to utilize criteria and factors more unfavorable than favorable to the proposed development, so as to counteract any propensity towards inflated results.

DEFINITION OF THE TRADE AREA

Neither the Cupertino-Monta Vista Planning Area, a statistical entity developed by the Santa Clara County Planning Department, nor the incorporated area of the City of Cupertino coincided with a reasonable estimate of the extent of the Trade Area of the Town Center. It was therefore necessary to define the boundaries of the Trade Area more exactly, taking into consideration topography, existing and future land use and circulation patterns, and the location and size of competing commercial concentrations. In order to relate the population projections for the Trade Area as closely as possible to those the Planning Department in Santa Clara County has made for the Cupertino-Monta Vista Planning Area, it was found to be both desirable and possible to express the Trade Area in terms of stated proportions of the seven census tracts comprising the Planning Area.

Only a small fraction of the Trade Area is hilly in character; about 95 percent is practically flat, with only a slight slope downward to the northeast. This condition permits its development for urban purposes with considerable ease. The emerging pattern of circulation facilities taking form in the vicinity of Cupertino permits freedom of movement within the area and to external points. The furthest point in the Trade Area from the Town Center on the west side, in the foot-hills is only 3 miles away, and the periphery of the Trade Area is only 1.8 to 2 miles away on the north, east and south sides. Even today, without the highway improvements which will be constructed in the next few years, no point in the Trade Area is more than 8 minutes drive distant, and a large proportion of the Trade Area is within 5 minutes easy driving time of the Town Center. These times can be expected to be decreased in the future.

TABLE I: RELATIONSHIP OF CUPERTINO TRADE AREA TO THE
CUPERTINO-MONTA VISTA PLANNING AREA

(1)	(2)	(3)	(4)
Census Tract Number	Total Acres	Trade Area	
		Percent in Trade Area	Gross Acres
Total: All Census Tracts	11,700	66.1 ^a	7,730
L-77	3,655	55.1 ^b	2,015
L-78	1,775	100.0	1,775
L-79	1,515	50.0	758
L-80	1,095	100.0	1,095
L-81	1,290	100.0	1,290
L-82	1,280	33.3	430
L-83	1,090	33.3	367

Source — Areas calculated by consultants from 1,000 scale enlargement of USGS map.

a — percentage derived from totals.

b — percentage derived. The 2,015-acre area defined as lying within the Trade Area includes the bulk of the flatter land west of the railroad and extending to the lower slopes of the Monte Bello Ridge. The remaining 1,640 acres was deducted as being too rugged for any appreciable residential development.

TABLE II: MAJOR NON-RESIDENTIAL FACILITIES
DEDUCTED FROM TOTAL TRADE AREA ACREAGE
CUPERTINO TRADE AREA

(1)	(2)	(3)
Location (by Census Tract)	Major Non-Residential Uses Deducted	
	Acres	Use
Total—All C.T.'s	525	All major deductions
L-77	15	Freeway R-O-W
L-78	350	Freeway, Junior College, "Gemco" Store
L-79	13	Freeway R-O-W
L-80	65	Town Center (Non residential)
L-81	70	Freeway R-O-W
L-82	----	-----
L-83	12	Freeway R-O-W

Source — Areas calculated by consultants from 600 scale County Engineers map.

DETERMINATION OF HOLDING CAPACITY

The potential holding capacity of the Trade Area, in relation to that of the Planning Area, was calculated as a means of testing the validity of the population projections. The holding capacity provides an estimate of the number of dwelling units which can be constructed if all the land remaining, after deduction of areas needed for all non-residential facilities (streets, schools, parks, commercial, industrial and institutional uses), is developed to the full according to an assumed density pattern.

The General Plan for Santa Clara County was assumed to portray the future land uses and densities of development for the Cupertino area. Some small adjustments were made in the density pattern to reflect the increasing construction of apartment units and higher density residential units which has occurred since the Plan was published—a situation which has already affected the most recent County population projections. A small area shown on the General Plan as industrial use was included in residential acreage in view of the existing nature of development.

The Residential Development Factors developed by the County Planning Department were used to translate gross acres into net residential acres. However, before this was done, the area of the larger known non-residential facilities, existing and proposed, shown in Table II, was calculated and deducted from the total Trade Area acreage, so that there would be no possibility of over-estimating the potential residential acreage.

Table III indicates the distribution of the acreage remaining in the Trade Area, after deduction of the major non-residential facilities, between the three types of residential densities envisaged for this area in the County General Plan. The Residential Development Factors are applied to these subtotals to produce net residential acreage figures. For instance, in every acre of

medium density development, only 0.56 acre is available for construction of residential units, while the balance of 0.44 acre is occupied by streets and other supporting facilities, such as schools, shops etc.

An estimate of the range in the number of dwelling units which can be accommodated in the net acreage available for each type of residential density and for the Trade Area as a whole was accomplished by applying the factors relating to dwelling units per net residential acre computed by the County Planning Department on the basis of past and present experience. Their range is based upon a high and a low figure, reflecting variations in the character of development within each type of residential density. It was found desirable to qualify these by providing a mean average figure in addition; the full range of estimates is shown in Table IV.

The total of more than 44,000 dwelling units which can be accommodated in the Trade Area at the higher range of estimate would still set a relatively low density of residential development. Each dwelling unit would average about 4,080 square feet of site area, and with the higher density, multiple family duplex and apartment units excluded, the actual average site area per single family unit would be rather larger. At the lower range of estimate the site area per dwelling unit averages more than 6,200 square feet, while the mean of the range of estimates provides an average site area of 4,920 square feet per dwelling unit.

The net residential acreage in the Trade Area forms about 76 percent of the net residential acreage in the Cupertino-Monta Vista Planning Area, and the Trade Area dwelling unit estimates represent between 76.2 and 77.2 percent of the total dwelling units envisaged for the Planning Area. Population estimates and projections should comprise about the same proportion of the population projections for the entire Planning Area in view of the generally homogeneous character of the land area.

TABLE III: NET RESIDENTIAL ACREAGE BY TYPE OF DENSITY
CUPERTINO TRADE AREA

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Location (by Census Tract)	Total Trade Area (Acres)	Density Distribution (Acres)			Net Residential Area-by Density (Acres)		
		Low	Medium	High	Low	Medium	High
Total—All C.T.'s	7,205	800	5,485	920	520	3,070	545
L-77	2,000	800	1,200	520	675
L-78	1,425	1,070	355	600	210
L-79	745	745	415
L-80	1,030	770	260	430	155
L-81	1,220	915	305	510	180
L-82	430	430	240
L-83	355	355	200

Source — Column (2) — Table I, Column 4, minus Table II, Column 2.

Columns (3) thru (5) — Measurement of County General Plan land use proposals, adjusted.

Column (6) — Column (3) \times 0.65 (Residential Development Factor for Low Density areas)

Column (7) — Column (4) \times 0.56 (Residential Development Factor for Medium Density areas)

Column (8) — Column (5) \times 0.59 (Residential Development Factor for High Density areas)

Residential Development Factors — Stated in *Facts and Forecasts — a supplement to The General Plan of Santa Clara County*, Santa Clara County (Calif.) Planning Department, October 1960. P.38. Note 10. Factors for five classes of density are mentioned; in the Cupertino Trade Area, only three types are applied and two County classifications have been redesignated. The low in this report was termed "medium low", and the high, "medium high" in the County report. The County "high" and "low" were not applied to the Cupertino Trade Area.

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TABLE IV: NUMBER OF DWELLING UNITS (D.U.'s)
BY DENSITY TYPE AT HOLDING CAPACITY
CUPERTINO TRADE AREA

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Residential Density Types	Net Area (Acres)	Low Estimate		High Estimate		Average of Estimates	
		D.U.'s/ Net Ac.	No. of D.U.'s	D.U.'s/ Net Ac.	No. of D.U.'s	D.U.'s/ Net Ac.	No. of D.U.'s
Total—All Types	4,135	± 7	29,045	± 10.5	44,175	± 8.9	36,610
Low Density	520	3	1,560	6	3,120	4.5	2,340
Medium Density	3,070	7	21,490	10	30,700	8.5	26,095
High Density	545	11	5,995	19	10,355	15.0	8,175

Source — Column (2) — Table III, Columns 6, 7 & 8 (Total Line)

Columns (3) & (5) — Stated in "Facts and Forecasts" (reference in Notes to Table III) p.38 Note 10

Column (7) — Derived. (Col. 3 + Col. 5 \div 2)

Totals in Columns (3), (5) & (7) derived.

Totals in Col. (4), (6) & (8) each divided by total in Col. (2)

POPULATION PROJECTIONS AND RELATIONSHIP TO HOLDING CAPACITY

An examination was made of population projections prepared by the Bureau of the Census for California, the U.S. Corps of Army Engineers for the 9-county San Francisco Bay Region, and the Santa Clara County Planning Department for Santa Clara County and for the Cupertino-Monta Vista Planning Area. The projections were analyzed in terms of the changing relationship of each area to the larger area of which it forms a part, and the size and rate of increase, by ten-year, and where possible, by 5-year periods.

The County of Santa Clara population projections to 1985 are expressed in terms of a high and a low range, and the criteria and assumptions applied in their development are explained in some detail in "Info", a County Planning Department publication.^a The only published projections for the Cupertino-Monta Vista Planning Area are premised on the criteria used in the 'low' range of County-wide estimates. It was possible to apply the county-wide criteria for the high range of projections to the Planning Area and subsequently to the Trade Area.

In order to relate the population projections for the Trade Area to the calculations on Holding Capacity, and to enable the total gross income of Trade Area residents to be determined, it was necessary to estimate the average number of persons per dwelling unit anticipated over the next 25 years. At the time of the 1960 Census, the county-wide average was 3.36 persons per

^a "Info," Issue No. 45, January 1962.

^a "Info," Issue No. 36, September 1961.

^b Older people, and unmarried or divorced persons are expected to compose a larger segment of the future population.

household and in the Cupertino-Monta Vista Planning Area, the figure was 3.87 persons.^a Subsequent population assumptions made by the Santa Clara County Planning Department have utilized lower ratios—estimates published in May, 1962 were predicated on a 1961 household size of only 3.3 persons per single family dwelling, decreasing to only 2 persons per household in multiple-family structures. In view of the rise in apartment construction, and the general increase in the number of small family groups in the future,^b it was assumed that number of persons in households or dwelling units would average between 3.3 and 3.4.

Comparison of Table VI with Table IV, indicates that by 1985, the size of population at the high rate of projection will occupy almost all of the dwelling units shown to be capable of accommodation within the Trade Area at the average level of estimate. If, as seems likely, the Holding Capacity high estimate is more reflective of the trend in residential development patterns than the lower figures, even the high population projection can be easily accommodated to the year 2000 and beyond without a radical departure from recognized current density standards. If the low Holding Capacity estimate, which connotes a low-density pattern, consisting primarily of single family dwellings on large lots, is expressed in future construction, it will not be possible to accommodate the high projection of population at 1985—the mean and the low projections will be achieved only with a minimum vacancy factor.

The comparison of population projections with the estimated holding capacity of dwelling units in the Cupertino Area provides a means of testing the validity of the population base used in the market analysis.

TABLE V:

RANGE IN SIZE OF POPULATION (in thousands) 1960-1985:
SANTA CLARA COUNTY, CUPERTINO-MONTA VISTA
PLANNING AREA & CUPERTINO TRADE AREA

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Year	Santa Clara County		Cupertino-Monta Vista Planning Area			Cupertino Trade Area		
	High	Low	High	Mean	Low	High	Mean	Low
1960	642.3	642.3	43.0	43.0	43.0	30.2	30.2	30.2
1965	895	870	77	75	73	61.0	56.0	51.0
1970	1,160	1,100	104	100	96	84.0	76.5	69.0
1975	1,430	1,330	120	115	110	97.0	88.5	80.0
1980	1,671	1,552	135	128	121	109.0	99.0	89.0
1985	1,910	1,770	150	141	132	120.0	108.5	97.5

Source —

All 1960 figures — 1960 Census of Population, U.S. Bureau of the Census. For Trade Area, calculated from Census Tract data.

Col. (2) & (3) — Santa Clara Co. Planning Dept. Info No. 45. January 1962.

Col. (4) — Calculated using high population factors given in Info No. 45.

Col. (5) — Average of Col. (4) & (6).

Col. (6) — Santa Clara Co. Planning Dept. Info No. 47. January, 1962.

Col. (7) — Calculated by Consultant, with reference to Col. (4), rate of growth and size of increment in Planning Area, and County Planning Dept. assumptions on natural increase and in-migration.

Col. (8) — Average of Col. (7) & (9).

Col. (9) — Calculated by Consultant as in Col. (7).

TABLE VI:

RANGE IN NUMBER OF DWELLING UNITS 1965-1985
CUPERTINO TRADE AREA

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Year	3.3 Persons/Household			3.4 Persons/Household		
	High	Mean	Low	High	Mean	Low
1965	18,500	16,975	15,450	17,950	16,475	15,000
1970	25,450	23,200	20,900	24,700	22,500	20,300
1975	29,400	26,800	24,250	28,550	26,000	23,500
1980	33,000	30,000	27,000	32,100	29,100	26,200
1985	36,400	32,900	29,550	35,300	31,900	28,700

Source —

Columns (2), (3) & (4) — Table V, Columns (7), (8) & (9) divided by 3.3

Columns (5), (6) & (7) — Table V, Columns (7), (8) & (9) divided by 3.4

INCOME AND EXPENDITURES

The median family income in the City of Cupertino in 1959 was \$8,107 as reported in the 1960 Census of Population.^a Gross income per family has been projected by five-year periods from 1960 to 1985. It was assumed that the rates of increase in real income per capita and of increase in real income per family or household would reflect a high degree of correlation. From 1960 to 1970, the average annual rate of increase is estimated at 1.5 percent, and from 1970 to 1980 a rate of 1.6 percent per year is foreseen.^b This same rate of 1.6 percent per year was used for the period 1980 to 1985. In each case the figures were rounded, and the 1960 median family income base for the Trade Area was assumed to be \$8,100.

The total gross income of all families in the Cupertino Trade Area has been estimated for 1960 and successive periods from the projections of median family income and range in number of households in the Trade Area.

In 1960, there were an estimated 7,800 households in the Trade Area with a total gross income of more than \$63 million. By 1985, the total could reach between \$350 and \$430 million, based on 29,000-36,000 households and the increase envisaged in the level of real income. It has been assumed in this analysis that each dwelling unit represents a family or household and vice versa.

At the present time, approximately 61 percent of all income is expended in retail outlets of all kinds. Excluding these expenditures made for automobiles, gasoline and automotive accessories, the proportion of total income spent on retail purchases falls to 46 percent. The typical distribution of retail expenditures is shown in Table VIII.

^a "General Social and Economic Characteristics, California, Final Report," PC (1)-6C. U.S. Department of Commerce, Bureau of the Census.

^b "The California Economy 1947-1980," Stanford Research Institute, December 1960 P. 77.

RETAIL FLOOR AREA CAPABLE OF SUPPORT FROM TRADE AREA INCOME AND EXPENDITURES

The analysis of the potential market conditions in the Cupertino Trade Area has as its objective the determination of the dollar volume of expenditures in the Core Area outlets by Trade Area residents. The magnitude of the outlets supportable is expressed in terms of square feet of selling space which can be provided economically and profitably on the basis of a given volume of sales. Different types of retail outlets are characterized by differing space requirements and by the frequency and size of sales normally experienced. The conditions are reflected in the scale of rentals which varies according to the type of outlet concerned. The combination of these factors provide the means for estimating the average annual dollar value of sales which is required to support 1 square foot of floor space for each category of retail outlet. On the basis of the figures in Table IX, a gross income of \$157.50 is required for the support of every square foot of net retail space.

However not all of the retail expenditures of Trade Area residents can be expected to be made in Core Area outlets. Neighborhood and community shopping facilities will drain off some of the convenience good purchasing volume, and some expenditures for major purchases will be made in the larger regional centers. Based upon the anticipated pattern of retail purchases, it is estimated that nearly 32 percent of Trade Area retail expenditures will be captured by establishments in the Core Area. Table X illustrates the distribution of these expenditures.

TABLE VII: MEDIAN FAMILY INCOME AND TOTAL INCOME 1960-1985
CUPERTINO TRADE AREA

(1)	(2)	(3)	(4)	(5)
Year	Projected Median Family Income	Estimated Range in Total Trade Area Income (\$000)		
		High	Mean	Low
1960	\$ 8,100	63,180	63,180	63,180
1965	8,725	156,613—161,412	143,744—148,107	130,875—134,801
1970	9,400	232,180—239,230	211,500—218,080	190,820—196,460
1975	10,175	290,496—299,145	264,550—272,690	239,112—246,744
1980	11,000	353,100—363,000	320,100—330,000	288,200—297,000
1985	11,925	420,952—434,070	380,408—392,332	342,248—352,384

Source — Column (2) — Calculated from rates described in text.

Columns (3)–(5) — Ranges are the product of Column (2) and the estimated range in number of dwelling units given in Table VI, Columns (2) through (7).

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TABLE VIII: DISTRIBUTION OF RETAIL EXPENDITURES
BY TYPE OF OUTLET

(1)	(2)	(3)
Type of Retail Outlet	Percent of Gross Income Expended	Percent of all Retail Expenditures excl. Auto and Service Station Sales
TOTALS	61	100.0
Apparel	4	8.7
General Merchandise	8	17.4
Food	14	30.4
Eating & Drinking	4	8.7
Drugs	2	4.3
Furniture & Appliances	4	8.7
Building Materials, Hardware	5	10.9
Automotive	10	-----
Service Stations, Auto Accessories	5	-----
Other Retail Outlets	5	10.9

Source — Column (2) — Compiled by Consultant from "The Selection of Retail Locations" by Richard L. Nelson, in conjunction with "Sales Management" magazine's estimate of Santa Clara County retail expenditures.

Column (3) — Calculated from Col. (2) with Automotive and Service stations excluded — 46 percent expanded to equal 100.

On the basis of the 20.2 net square feet of Core Area retail space which can be supported by each \$10,000 gross income of Trade Area residents, it can be deduced that 1 square foot of selling space is supported by every \$495 of gross Trade Area income. This space will be distributable according to the breakdown indicated in column (5) of Table X, so that general merchandise stores, for example, will compose more than a quarter of all the Core Area retail floor space.

It is not intended that the retail floor area proposed in the Town Center supersede the functions of other stores already existing or proposed for forthcoming development in the Core Area. An inventory of all existing retail facilities in the Core Area was made, and plans for the expansion of existing centers or the construction of new ones were examined. The findings, presented in Table XI below, represent the floor area recognized as competitive capacity in this report, which cannot be, and is not, discounted in the proposals for the Town Center retail complex. Some existing retail facilities were considered to be essentially non-competitive in type, either because of the nature of goods offered—such as a primarily wholesale lumber yard, or because of the character of the structure of the store or the method of merchandising. Examples of these non-competitive outlets are stores operating in temporary or only semi-permanent buildings, which are not likely to continue in existence as the urbanization of Cupertino continues, or stores offering marginal services such as junk shops etc. Businesses of a type not considered elsewhere in the market analysis, such as automotive dealers and gas stations, were also excluded from consideration.

The total of 298,050 square feet shown in Table XI represents gross building area. As storage and service areas normally constitute about 30 percent of the net floor space, it is estimated that the net retail area existing is about 230,000 square feet. There is an additional 250,000 square feet of retail floor space for which development proposals have been announced. They are distributed as follows:

Cupertino Crossroads	112,500
Gemco Center	115,000
Idlewild Center	13,000
Portal Plaza	9,500
Total	<u>250,000 square feet</u>

It is intended to accept the combined total of 480,000 square feet of existing and projected competitive space as the basis for measuring the validity of and need for the Town Center retail space proposals. In the light of the projected population, expressed in terms of households, and the estimates of future income per household, and the assumed proportion of this income which would be expended in Core Area retail outlets as opposed to all retail purchases, it is felt that 300,000 square feet of net retail space can be supported in the Town Center by 1985. Table XII provides the basis for this conclusion.

TABLE IX: SALES VOLUME RELATED TO RETAIL FLOOR AREA & TYPICAL DISTRIBUTION FOR EACH \$10,000 GROSS INCOME

(1)	(2)	(3)	(4)
Type of Retail Outlet	Average Sales Per Square Foot Per Year	Based on \$10,000 gross income	
		Distribution of Expenditures	Floor Area Supported (Sq. Ft.)
TOTALS—All Outlets	Av. \$ 72.50	\$4,600	63.39
Apparel	65	400	6.15
General Merchandise	60	800	13.33
Food	125	1,400	11.20
Eating and Drinking	65	400	6.15
Drugs	65	200	3.08
Furniture and Appliances	45	400	8.90
Building Materials, Hardware	60	500	8.33
Other Retail Outlets	80	500	6.25

Source — Column (2) — Studies made in connection with Fremont Central Business District report, Wilsey, Ham & Blair, 1961.

Column (3) — Table VIII, Column (2).

Column (4) — Column (3) ÷ Column (2).

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TABLE X: CORE AREA SALES IN RELATION TO TRADE AREA EXPENDITURES & TYPICAL DISTRIBUTION FOR EACH \$10,000 GROSS INCOME

(1)	(2)	(3)	(4)	
Type of Retail Outlet	Sales in Core Area		Floor Area Supportable in Core Area	
	% Trade Area Expenditures	From \$10,000 Gross Income	From \$10,000 Gross Income	Percentage Distribution
TOTALS—All Outlets	Av. 31.9	\$1,450	20.20 sq. ft.	100.0
Apparel	40	160	2.46	12.2
General Merchandise	40	320	5.33	26.4
Food	30	420	3.36	16.6
Eating & Drinking	25	100	1.54	7.6
Drugs	20	40	0.62	3.1
Furniture & Appliances	40	160	3.56	17.6
Building Materials, Hardware	10	50	0.83	4.1
Other Retail Outlets	40	200	2.50	12.4

Source — Column (2) — Estimated by Consultant, Nelson's "Selection of Retail Locations" and the Fremont C.B.D. study used for comparative purposes.

Column (3) — Column (2) × Column (3) Table IX

Column (4) — Column (3) ÷ Column (2) Table IX

When the projections of future retail space capable of support in the Core Area are compared to the actual floor area in operation at this time, it is seen that over the next 20 years or so, approximately 546,000 to 570,000 net square feet of additional floor space will be required. These figures are based not upon the highest projection of population growth, but the more moderate average projections, and a family size of 3.3—3.4 persons which may well be higher than will materialize. (Smaller family size will tend to increase total Trade Area gross income and retail expenditures). The 250,000 square feet of floor space proposed but not constructed in the Core Area will have to be justified by its promoters just as the Town Center proposal has been, in the light of the market conditions which will then exist. While the assumptions made in this prognosis of future need for retail space may be changed by the actual course of events, it is felt that a sufficient margin for deviation has been considered so that the final conclusions will retain their validity.

THE TOWN CENTER PROPOSALS

The net floor area of 300,000 square feet proposed for development in the Town Center has not been distributed by particular types of outlet. When the construction schedule for the project has been determined, it will be possible to prepare a suggested leasing plan for the Town Center, which will allocate the retail space according to the local retail structure pertaining at that time.

This leasing plan would provide a detailed breakdown of the type of outlets required in each increment to the Town Center, so that the entire project would constitute a well-balanced and fully-comprehensive merchandising center.

The apportionment of the site area in the Town Center indicates that a total of 50.5 acres of land will be devoted to commercial uses of all types at full development. Non-retail facilities, comprising office structures and their incidental parking areas, the automotive services cluster, and the pedestrian promenade together form 21.1 acres of this total. The remaining 29.4 acres are occupied by the retail store buildings and the parking necessary for their support.

The site area required for the buildings will be 292,000 square feet or 6.7 acres. Some of these stores will have selling space on more than one floor, and it is anticipated that the gross enclosed floor area in retail structure at final development will be about 390,000 square feet, of which 98,000 square feet will be on upper floors. Storage, service and employee areas are expected to occupy space equal to 30 percent of the net sales floor area, or 90,000 square feet, a proportion authenticated by modern construction experience.

Parking is provided on a 3:1 ratio, with 3 square feet of parking area available for every square foot of net retail floor space (excluding areas for storage, service, etc.). Parking for Town Center retail store customers will cover 900,000 square feet, with an additional 10 percent, or 90,000 square feet, for landscaping. The total area of 990,000 square feet, or 22.7 acres, will provide stalls for between 2500 and 3000 automobiles, depending upon the site design and layout.

TABLE XI: EXISTING GROSS RETAIL FLOOR AREA BY TYPE AND LOCATION, CUPERTINO CORE AREA

Type of Retail Outlet	Total All Centers	All-American	Allario	Cupertino Crossroads	Genco	Idlewild	Loree	Portal Plaza	Town & Country	Stevens Creek Strip Comm'l.
TOTAL—All Outlets (sq. ft.)	298,050	14,000	14,600	37,500	85,000	32,800	19,200	35,350	33,300	26,300
Apparel	7,700	-----	-----	5,200	-----	-----	-----	-----	2,500	-----
General Merchandise	97,000	-----	1,200	-----	85,000	3,600	2,200	-----	5,000	-----
Food	100,800	14,000	1,200	20,500	-----	21,300	8,800	22,000	13,000	-----
Eating and Drinking	20,420	-----	3,000	-----	-----	-----	720	2,400	-----	14,300
Drugs	13,000	-----	-----	7,000	-----	3,600	2,400	-----	-----	-----
Furniture & Appliances	13,300	-----	4,500	-----	-----	-----	-----	-----	-----	8,800
Lumber & Hardware	7,300	-----	900	-----	-----	-----	2,400	4,000	-----	-----
Other Retail Outlets	38,530	-----	3,800	4,800	-----	4,300	2,680	6,950	12,800	3,200

Source —

Field Survey by Consultant.

"Other Retail Outlets" include liquor stores and vacant retail space.

Excluded — 119,380 square feet of retail space considered non-competitive, 86,330 square feet of which is occupied by two large facilities in the Lumber & Hardware category.

— 14,400 square feet additional, located on the Cali property, which would be phased out and relocated in the Town Center Plan.

TABLE XII: PROJECTIONS OF NET RETAIL SPACE CAPABLE OF SUPPORT IN CORE AREA 1965-1985

Type of Retail Outlet	(1)	(2)	(3)	(4)	(5)	(6)
	Square Feet of Net Retail Floor Area Supportable in Core Area 1965-1985					
	1965	1970	1975	1980	1985	
Total—All Outlets	293,000—302,000	431,500—445,000	540,000—557,000	653,000—673,000	776,000—800,000	
Apparel	35,700—36,800	52,500—54,200	65,750—67,800	79,500—82,000	94,500—97,400	
General Merchandise	77,300—79,700	113,900—117,400	142,500—147,000	172,300—177,600	204,750—211,000	
Food	48,700—50,200	71,750—74,000	89,800—92,600	108,600—111,900	129,000—133,000	
Eating and Drinking	22,300—23,000	32,900—33,900	41,100—42,400	49,600—51,300	59,100—61,000	
Drugs	9,000—9,300	13,250—13,700	16,600—17,100	20,000—20,700	23,800—24,600	
Furniture and Appliances	51,600—53,200	76,000—78,400	95,100—98,100	115,100—118,600	136,700—141,000	
Lumber and Hardware	12,000—12,400	17,750—18,300	22,200—22,900	26,800—27,700	31,900—32,400	
Other Retail Outlets	36,300—37,400	53,400—55,100	66,900—68,900	80,800—83,300	96,100—99,000	

Source —

Consultants' estimates based upon mean average projections of gross income in Trade Area (Table VII Column 4). Total retail expenditures taken as 46% of gross income. Retail expenditures in Core Area taken as 31.9% of total retail expenditures. Distributed by type of retail outlet according to proportions given in Table X Column (5). Dwelling unit base is given in Table VI Columns (3) and (6). Columns may not add due to rounding.

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